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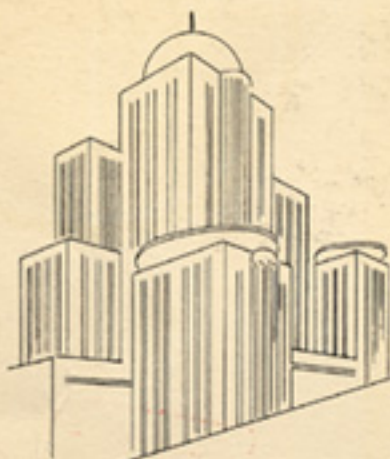
METROPOLITAN  
**MIAMI**  
 FLORIDA



FIFTY YEARS OF PROGRESS

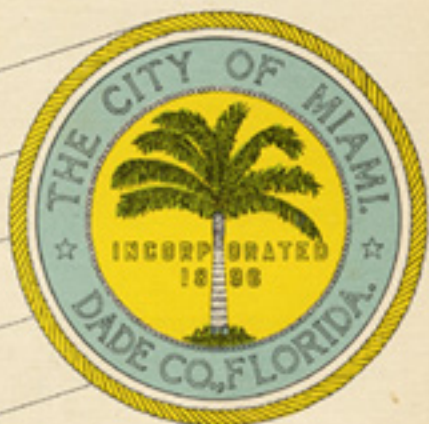
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JUN 18 1950



FIFTY YEARS OF PROGRESS

CITY OF  
MIAMI  
FLORIDA



*Golden Anniversary*

1896-1946

REVIEWING THE PAST  
FORECASTING THE FUTURE

01253



## Centering the Hemisphere

Situated virtually at the center of the Western Hemisphere, Miami is nearer more important cities than any other metropolis in the New World. Within an air-flight radius of 24 hours lies all of the capitals, ports and trade centers of North and South America.

In 1492 Columbus established the first and almost the shortest sea path between the Old and New Worlds. Miami is only a few flight hours from the Dominican Republic . . . the western terminus of that path. The crude map, made just 75 years after Columbus discovered America, represents one of the earliest geographical conceptions of Florida and the Caribbean.

It took the intrepid old navigator 71 days to complete his weary voyage across the Atlantic. The same route is now covered from Miami by air in 24 hours. This is a graphic illustration of the shrinkage of time and distance. It also forecasts the closer social and economic ties of the cities of the future.



### MIAMI . . . *the Magnificent*

Commanding the western shore of Biscayne Bay, Miami is one of the most magnificent maritime cities in the world. The graceful shoreline extends north and south for 15 miles. The municipality embraces 33.4 square miles of land and 14.9 square miles of water.

Four arterial causeways traverse the bay. Three of these connect Miami and Miami Beach, provide easy access to the Atlantic Ocean, and link a series of beautiful residential islands. The new Rickenbacker Causeway connects southwestern Miami with Virginia Key and the new \$5,000,000 Crandon Park and beach on Biscayne Key.





## Foreword

**T**his book has a fivefold purpose . . . to commemorate the 50th anniversary of Miami . . . to acquaint business interests with the city's manifold economic opportunities . . . trace its tremendous growth . . . and present the pattern of future development.

In its first function, the book depicts in broad outlines the amazing growth of a community from a tiny village into a modern metropolis in the short span of 50 years.

In its full scope, the book reflects a new and broader civic outlook . . . veritably a new cycle of development . . . the beginning of a larger and more vital role in national and international affairs.

As the story unfolds, the reader will discover that while "The Magic City" has been entertaining thousands of visitors yearly, it has also been emerging as one of the largest and richest trade centers in the world.

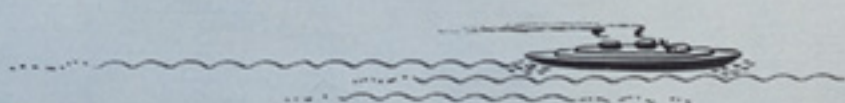
The reader also will discover that the resident population varies only slightly from season to season and that the city enjoys a flourishing summer tourist business as well as a stable, year-round wholesale and retail market.

Every page reveals some phase of the city's phenomenal progress and future prospects . . . in modes of transportation, building, utilities, education, culture and science. Briefly, a more modern, cosmopolitan, beautiful and distinctive city is taking shape . . . a city whose destiny looms large on the southern horizon.

*R. J. Danner*  
City Manager

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# Metropolitan Miami . . .

## THE PRODUCT OF MODERN TECHNOLOGY

*N*ature endowed Miami with three transcendent advantages . . . A superb Climate . . . Strategic Geographical Location . . . And a vast Wealth of Natural Resources.

But before these rich gifts could be fully utilized, the 20th century scientists must start working their wonders . . . Wonders now known as Modern Technology.

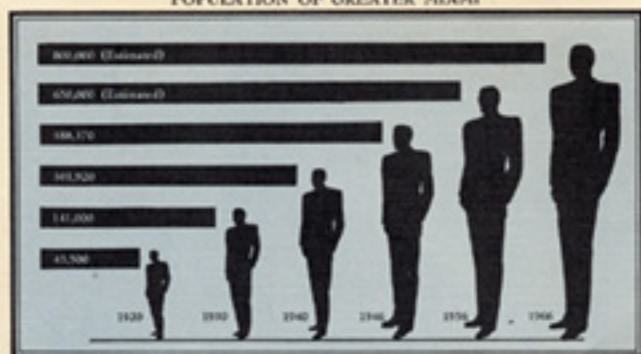
Numerous discoveries had to be made . . . in medicine and hygiene . . . in the cultivation and processing of crops . . . in transportation . . . industry, communications and trade . . . The chemist, the physicist, the engineer, the technician, the artisan all had to bring forth new ideas and methods.

Their skills and genius carved a thriving metropolis out of the jungle . . . under their magic, malarial mists vanished . . . mangrove swamps blossomed into one of the richest agricultural regions of the world . . . industry flourished . . . commerce took wings and the grace of living grew.

Our national defense has accelerated this technological development . . . manifesting itself in a rapidly expanding economy . . . in wider and wider ranges of industrial potentiality . . . in greater population . . . a growing charm of living . . . and a broader education and culture.



## GROWTH



Source: Family Events by Southern Bell Telephone & Telegraph Co.

Miami is the youngest and the fastest growing community among the metropolitan areas of the United States.

In less than 50 years the city grew virtually from nothing into a metropolitan district of more than a quarter of a million people.

Miami's surging postwar growth has swelled its population to the 400,000 mark, breaking the records of such fast-growing centers as Houston, New Orleans, and Dallas.

Miami's attraction for migrants from the North has reached unparalleled proportions since the end of the war, but record-shattering construction of apartment buildings as well as private homes has enabled the city to provide living space for this great influx.

The number of dwellings in Miami is now increasing at the rate of 10 per cent annually. At this rate of growth, the permanent population of Miami will pass the half million mark before 1950.

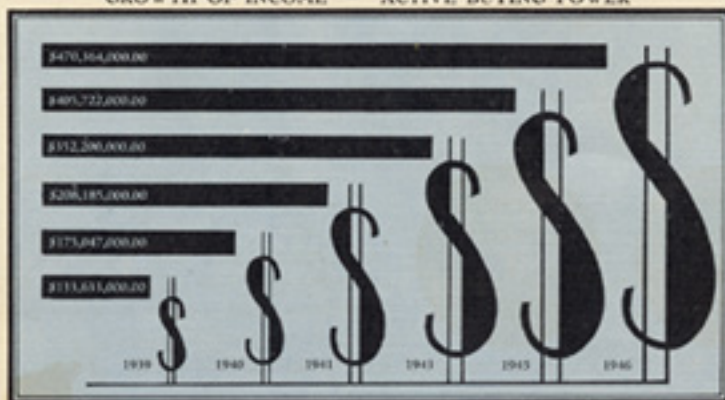
The rapid increase in population has been paralleled by a similar gain in wealth and income for the metropolis. In the last 12 years assessed valuations in Dade county have climbed from \$285 millions to \$795.2 million.

Bank deposits increased from \$75,000,000 in 1939 to \$438,000,000 in 1946. Distributed incomes of the resident county population amounted to \$180,000,000 in 1940, and exceeded the half billion mark in 1946.

The increase in population and wealth has brought about a better balance of the city's economic structure. No longer does Miami's income and prosperity depend upon the tourist trade alone.

Wholesale and retail businesses, airline industries, construction and real estate, contribute more than half of the personal income of Miamians, while the impressive gross of the hotel industry, theatres, race tracks and night clubs represents only a relatively small proportion of the City's total income.

## GROWTH OF INCOME - ACTIVE BUYING POWER



# STRATEGIC LOCATION . . .

## 250 Million Neighbors

Near A \$7 Billion Dollar Market

Situated about midway between the continents of North and South America, Miami has approximately 250 million neighbors. To the north (within a few hours by plane) live 117 million Americans. More of these millions spend their vacations in Southern Florida than any other place.

A great many also do business in Miami and other Florida cities. With faster and more comfortable transportation, a great many more will vacation, trade and make their homes here.

South of Miami live another 132 million people. There are "our Latin neighbors." They, too, live within a few hours' flying time of Miami. In fact, some of their cities are nearer Miami than cities in Georgia and Alabama.

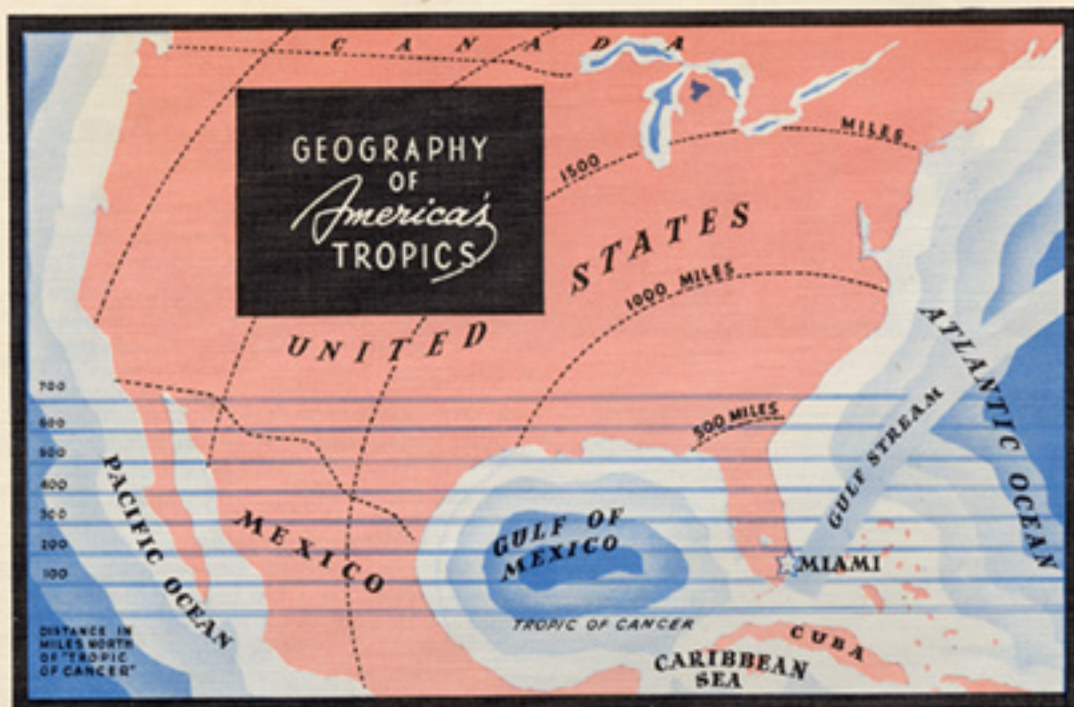
In the fiscal year of 1946 more than 311,000 of these neighbors visited Miami. During the same period, some 350,000 Americans visited the southern countries.

Located at the confluence of the two great streams of humanity, Miami is becoming more and more cosmopolitan . . . with a Spanish accent. Some 5,000 Latinos have made their homes in Miami in the past five years. Other thousands commute to Miami to do their shopping.

Several financial groups have made large investments in Miami properties. Another group has acquired immense tracts of cattle and sugar land in the neighboring Everglades. Twenty consulates of the Southern Republics have offices in Miami and the Venezuelan Chamber of Commerce maintains a Miami office.

The Miami Herald publishes a special Latin edition which is flown to 40 southern cities, where it is read on the same day of publication. The Pan American League; International Center; The Miami Chamber of Commerce, and numerous other organizations are devoted to the promotion of Inter-American trade and fellowship.





## THE IDEAL ALL-YEAR CLIMATE

The U. S. Weather Bureau designates Miami's winter climate as "Average Air," 68.2°; surf, 70°. The year-round temperature averages 75.2°. The sun shines 359 days out of every 365 in the year. And there are no radical changes in temperature from cold to hot or hot to cold.

The above map explains the city's rare climatic good fortune. It will be noted that the Gulf Stream washes the city's shores. This tends to keep the temperature mild and constant.

In summer the water surrounding the southern tip of Florida tempers the constantly shuttling Trade Winds. This helps to keep Miami's comfortable even in the months of July and August.

The margin between the city and the Tropic of Cancer removes it from the enervating influence of the Tropics, but receives enough of the pleasant effects to be designated as a "marine tropical" city.

*Such climate as Miami's is found on less than one per cent of the earth's surface.*

# A PERFECT CLIMATE . . .

*the Magnet for Millions*

**F**ew regions of the globe have attracted so many people in modern times as South Florida . . . Focal point for the visiting multitudes has been Miami . . . And the magnet has been a world-renowned climate plus a gorgeous tropical setting.

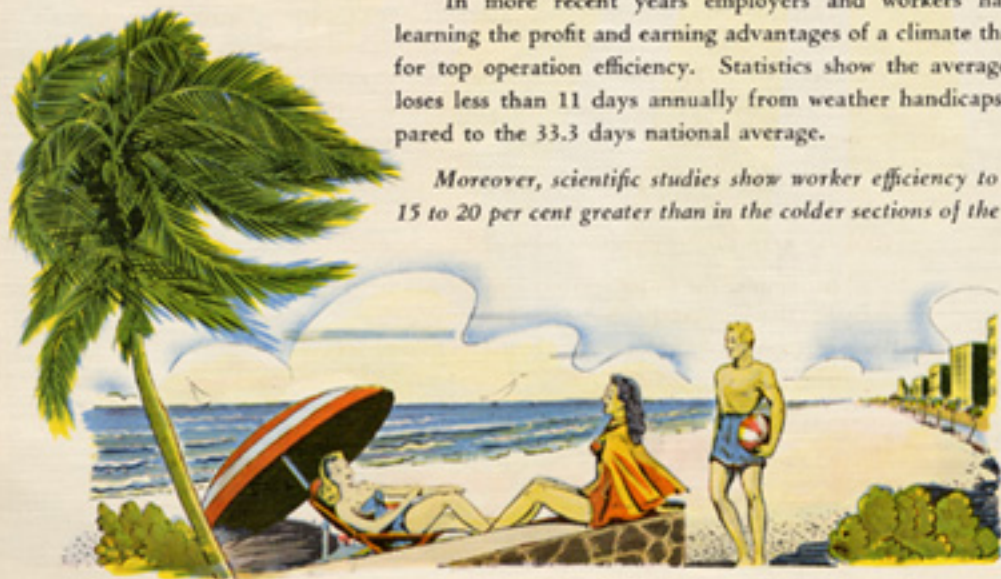
This alluring environment appeals to three general classes of people — The transient visitor or tourist . . . the person seeking a pleasant and economical place to live . . . and the family man seeking a good place to live and work.

It was the tourist who first discovered the charms of the climate around the turn of the century. His numbers have multiplied year by year until now his group is counted in millions.

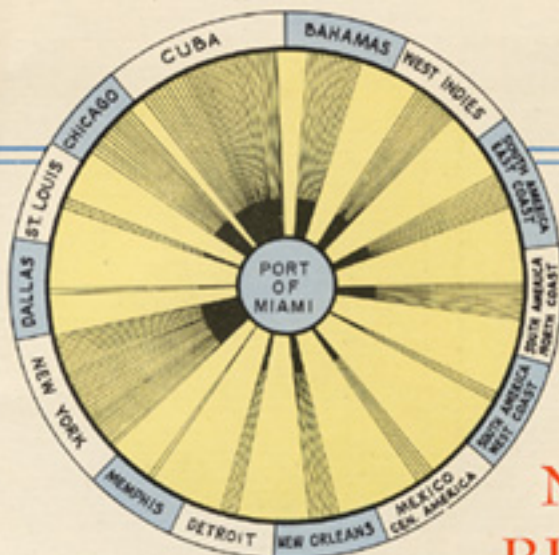
The retired middle class man, the merchant, banker, farmer, craftsman in ever growing numbers has found the climate ideal for the "easy" life. Census shows that 14.1 per cent of the population are retired with independent incomes.

In more recent years employers and workers have been learning the profit and earning advantages of a climate that makes for top operation efficiency. Statistics show the average worker loses less than 11 days annually from weather handicaps as compared to the 33.3 days national average.

*Moreover, scientific studies show worker efficiency to be from 15 to 20 per cent greater than in the colder sections of the country.*







LINES INDICATE  
DAILY FLIGHTS TO  
AND FROM MIAMI

## NATION'S PRINCIPAL HEMISPHERIC GATEWAY

For the past six years Miami has led all world ports of entry in international air travel.

During that period more than 42 per cent of the world's plane passengers passed through the city's International Airport.

These staggering figures mark the year of 1946:

Air and water commerce through the city totaled \$100,346,000.

Imports and exports through Miami harbor and airport amounted to \$70,617,000.

Custom collections amounted to \$2,458,750.

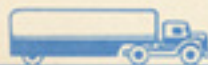
Domestic and international air passengers totaled 1,030,948.

The railroads carried 1,127,492 passengers.

Domestic and foreign traffic by rail and air numbered 2,158,440 passengers.

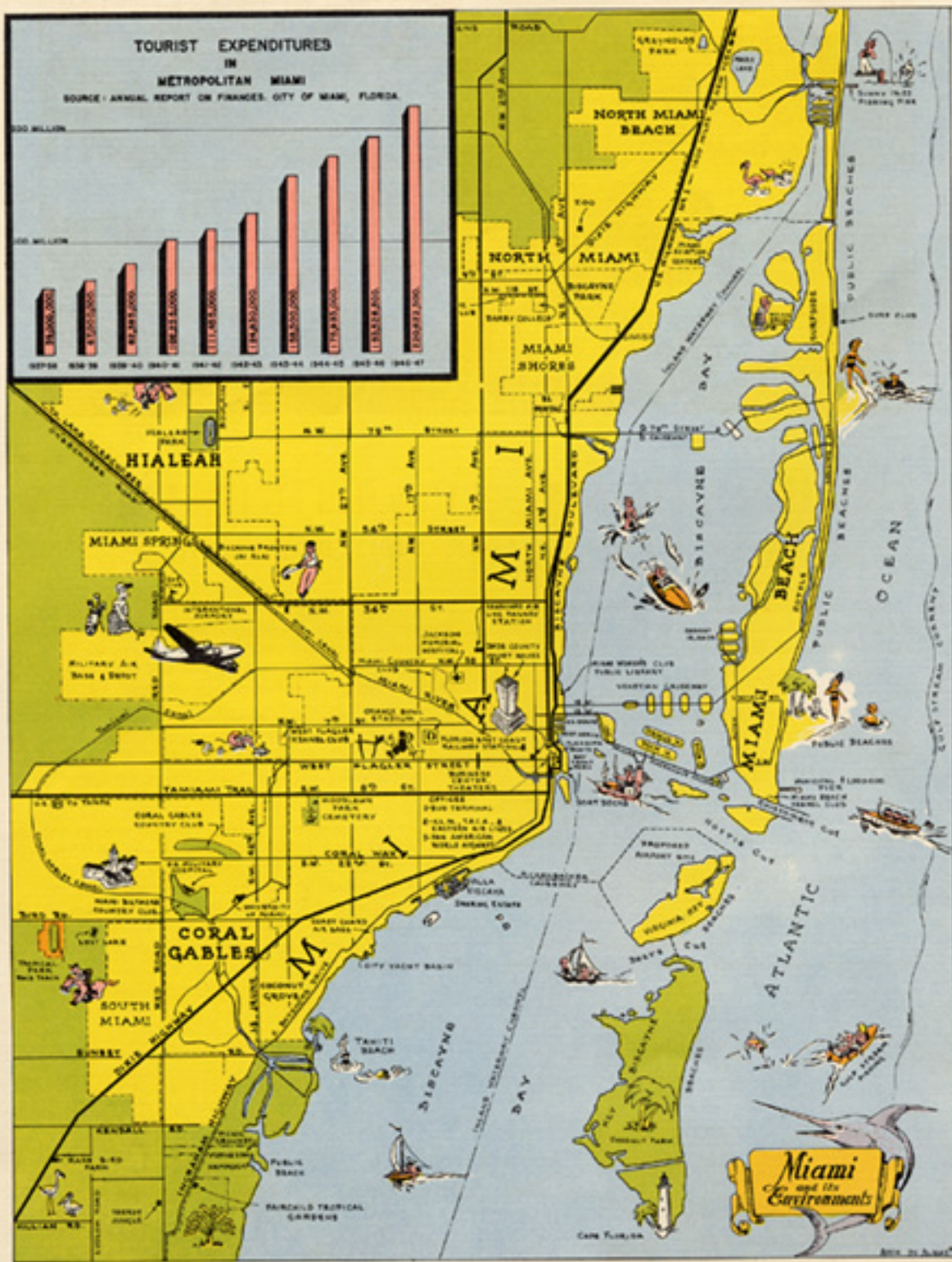
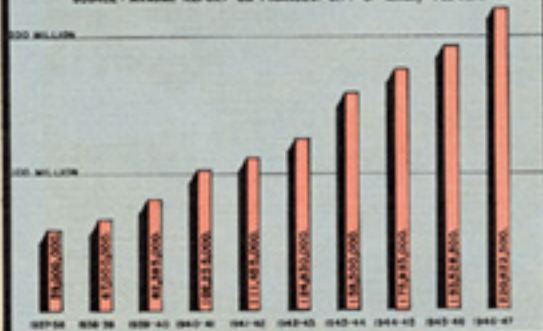
These facts and figures certainly leave no doubt as to Miami's standing in the world of commerce . . . nor to the city's rightful claim as the Nation's Principal Hemispheric Gateway.

*Continued on Page 32*



**TOURIST EXPENDITURES  
IN  
METROPOLITAN MIAMI**

SOURCE: ANNUAL REPORT ON FINANCES, CITY OF MIAMI, FLORIDA.







## INTERNATIONAL RESORT CENTER... WITH A \$220 MILLION VISITOR INCOME

Miami's visitors, including tourists, convention delegates and general travelers, spent \$220,622,500 in the metropolis during the 1946-47 winter season.

A glance at the table on the opposite page traces the rise in this type of income in the past decade. During this period the average visitor days a season has risen from 10,000,000 to 52,540,000. And visitor expenditures have risen from \$45 million to the \$220 million figure.

It was on this so-called "tourist trade" that Miami's economy was founded. From it has sprung innumerable branches of commerce and industry catering to a large permanent population as well as the millions of visitors. In reality, Miami is the market and recreation center of a large region of concentrated wealth.

Since the last war the city has almost lost its former seasonal aspects. Hotels, stores, amuse-

ment centres, and the beaches have had flourishing summer seasons. More and more Latinos favor Miami for vacations and shopping. Particularly is this so in the summer months and this patronage is adding millions of dollars to the city's income.

Visitor housing accommodations in Greater Miami includes 512 hotels; 2,953 apartments; 2,378 rooming houses; 142 motor courts; and 27 auto trailer camps. These provide accommodations for approximately 150,000 visitors.

Miami's magnificent Bayfront Auditorium was the site of 102 conventions and trade shows in 1946. These attracted 469,853 people who spent more than \$10 million in the city. Accommodations for 5,000 people and a total of 27,000 square feet of floor space will be provided in the enlarged Auditorium, making it one of the most commodious in the South.

*Continued on Page 36*

MUNICIPAL AUDITORIUM



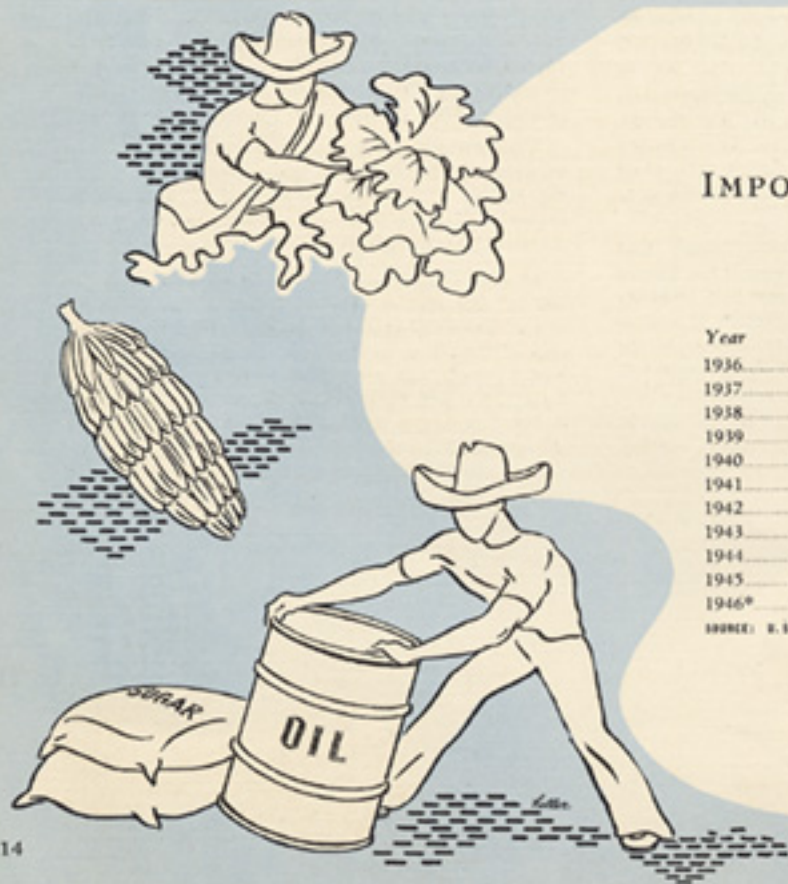


## IMPORTS AND EXPORTS BY WATER

*Miami Harbor*  
(FOREIGN TONS)

Year	Imports	Exports	Total
1936.....	34,517	52,907	87,424
1937.....	43,403	61,140	104,543
1938.....	39,658	65,620	105,278
1939.....	63,275	69,031	132,306
1940.....	146,275	46,197	192,472
1941.....	101,764	41,641	143,405
1942.....	87,786	98,960	186,746
1943.....	151,427	116,841	268,268
1944.....	171,778	66,028	237,806
1945.....	225,278	66,811	292,089
1946*	303,317	45,572	348,889

SOURCE: U. S. Engineer Corps.





## MIAMI... A NATURAL International TRADE CENTER

In less than 20 years, Miami has developed from a terminal point at the southeastern tip of the United States, into the nerve center of the entire Latin-American trade area.

This transition came through the rapid development of aviation as a means of travel and commerce.

Eighteen airlines converging on Miami have shrunk the distance between this City and Caribbean and South American countries to such an extent that Miami is as near to its Latin-American neighbors as to most of the principal cities of the United States.

Business firms buying and selling throughout the Latin-American area find Miami their most convenient operational base. Here they can maintain the closest contact with their customers and suppliers in the United States and Latin America.

The war dramatically emphasized Miami's key position in the movement of commodities by air, for into and through its airports the Army transported a continuous traffic of high priority supplies to South America, Africa, Europe, India and China.

This flow of air commerce has been continued by private interests since the war, firmly establishing Miami as a major distribution point for traffic between the United States and Latin America.

This area is now credited with a wholesale trade of \$200,000,000 per year—more than four times the 1929 figure.

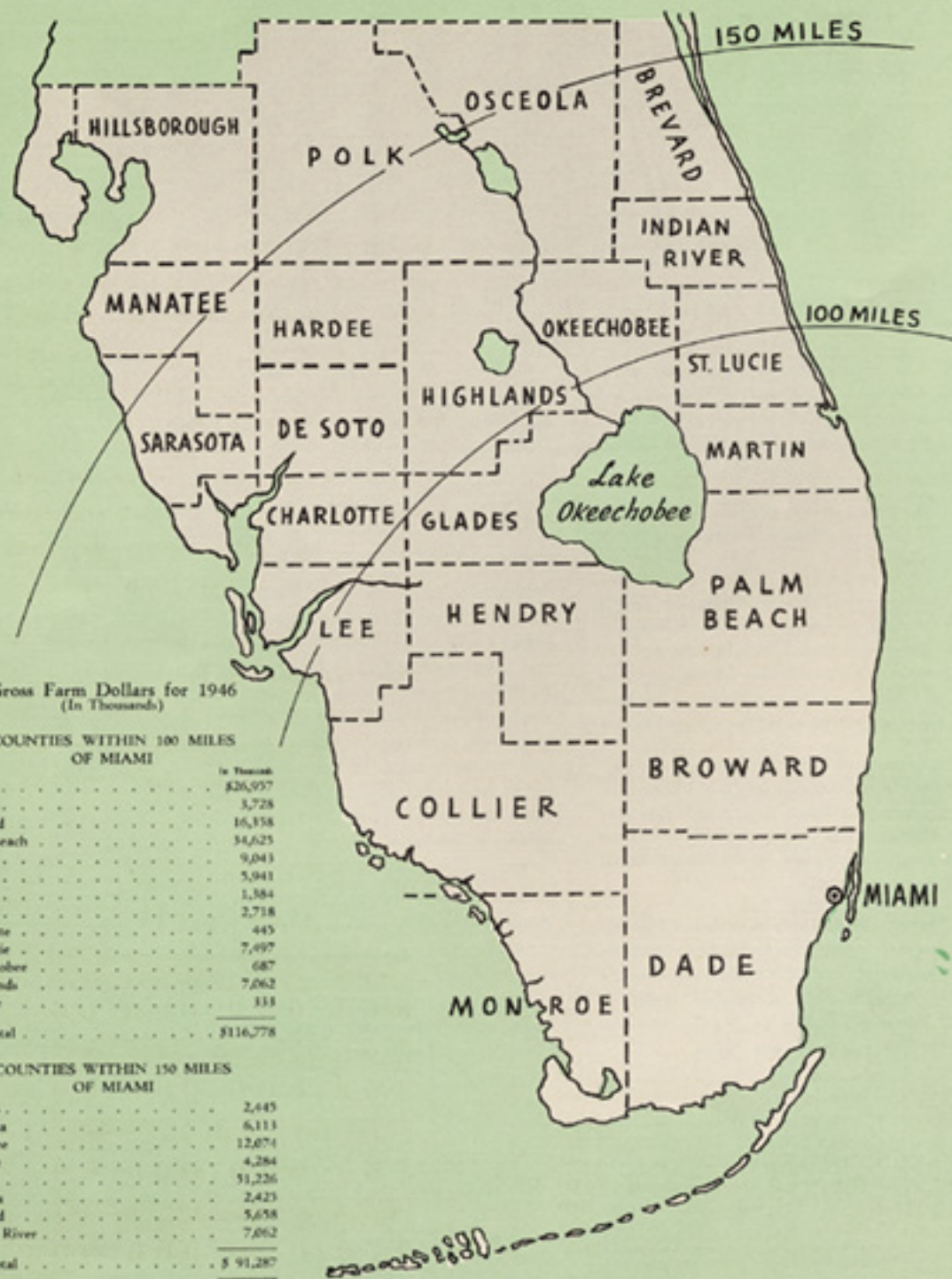
Northern producers of foodstuffs, fashion goods, beer and liquor, home appliances, machinery and oil have established warehouses and other distribution facilities at the Port of Miami. Buyers from South America and the Caribbean Islands meet in Miami to explore and cultivate the United States markets for the produce of their areas, such as sugar, fruit, vegetables and textiles, and to shop for fashion goods and other North American products.

The postwar era has added another important aspect to Miami's position as an international center.

Miami now attracts thousands of summer tourists from the Caribbean area. These visitors numbering 82,624 in the summer of 1947, spent approximately \$60,000,000 at Miami stores, hotels and amusement places.



# MIAMI'S \$100 MILLION FARM INCOME AREA



Gross Farm Dollars for 1946  
(In Thousands)

### COUNTIES WITHIN 100 MILES OF MIAMI

	In Thousands
Dade	\$26,957
Collier	3,728
Broward	16,358
Palm Beach	54,625
Henry	9,043
Lee	5,941
Martin	1,384
Glades	2,718
Charlotte	445
St. Lucie	7,497
Okeechobee	687
Highlands	7,062
Monroe	333
<b>Total</b>	<b>\$116,778</b>

### COUNTIES WITHIN 150 MILES OF MIAMI

DeSoto	2,445
Sarasota	6,111
Manatee	12,074
Hardee	4,284
Polk	51,226
Osceola	2,425
Brevard	5,658
Indian River	7,062
<b>Total</b>	<b>\$ 91,287</b>

**Grand Total** . . . . . \$208,065

SOURCE: SALES MANAGEMENT BOARD OF BUYING, 1946.

# MIAMI...

## A SUPER-RICH MARKET WITH A \$250 MILLION PAYROLL

Metropolitan Miami, with a large tourist industry and a prosperous permanent population, outranks all other cities of its size group in retail sales and buying power.

In retail sales per capita, it is surpassed only by New York, Boston and Los Angeles. Restaurant sales in Greater Miami equal those of cities twice its size, according to the last census.

The purchasing power of the area has been consistently underrated, due to the rapid growth of its population and income. No longer is this income exclusively derived from the spending of the wealthy.

During 1946, more than 130,000 people

found employment in Miami's flourishing industries and trades, swelling the area's labor payroll to more than \$250,000,000. The result is a very substantial addition to the already high purchasing power of Miami's hundreds of thousands of annual visitors.

Growth of employment, and payroll distribution, also has led to a sound, year-round economy for Miami. No longer are its payrolls limited largely to the short winter season.

Payrolls in spring and summer are only 10 to 15 per cent below the high winter level. A stable year-round consumer market has been created, encouraging retail, wholesale and service activity throughout the year.

### Retail Sales Per Capita

1946\*

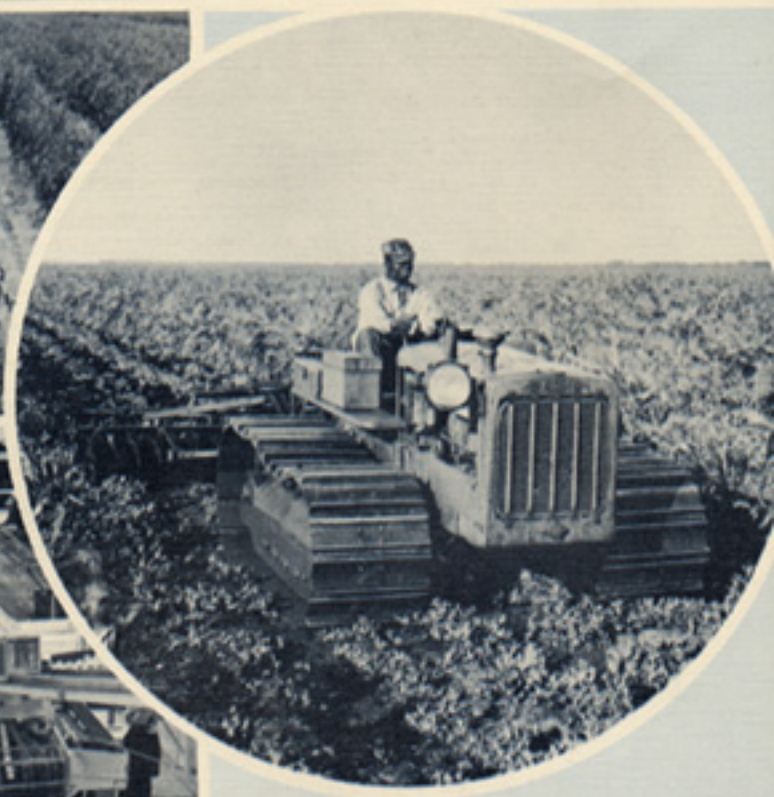
City	Sales Per Capita
New York (Manhattan) . . .	\$1,531
Boston . . . . .	1,247
Los Angeles (City) . . . .	1,199
MIAMI (Fla.) . . . . .	1,191
Milwaukee . . . . .	1,137
Baltimore . . . . .	1,099
Cincinnati . . . . .	1,029
Atlanta . . . . .	1,025
Columbus Ohio) . . . . .	1,015
Bridgeport (Conn.) . . . .	1,009
Detroit (Mich.) . . . . .	964
Chicago . . . . .	952

\*DATA BASED ON "SALES MANAGEMENT" SURVEY OF BUYING POWER, 1947.

### PAYROLL

JANUARY	FEBRUARY	MARCH
\$ 6 4 , 0 0 0 , 0 0 0 . 0 0		
APRIL	MAY	JUNE
\$ 5 8 , 0 0 0 , 0 0 0 . 0 0		
JULY	AUGUST	SEPTEMBER
\$ 5 8 , 0 0 0 , 0 0 0 . 0 0		
OCTOBER	NOVEMBER	DECEMBER
\$ 7 0 , 0 0 0 , 0 0 0 . 0 0		

MIAMI...



# distribution center of one of the nation's most prolific AGRICULTURAL REGIONS

*W*ithin a radius of 100 miles of Miami lies 2,219,906 acres of the most prolific soil in the world.

The gross income from these fertile acres for 1946 was estimated at \$116,778,000 by Sales Management. Of this amount, Dade County alone accounted for \$26,957,000.

Within a 150-mile radius of the city the gross farm income was \$208,065,000. Vegetable production led the income list, with citrus, dairying, poultry, sugar cane and stock production following in that order.

Dade County led the State in tomato acreage in 1946 with 13,000 acres, and was second in white potatoes with 6,770 acres. Citrus covered 7,133 acres.

Milk production in Dade County dairies in 1946 had a retail value of \$7,500,000, nearly one-third of the State output.

Dade County has 2,500 acres of bearing lime trees and 2,000 acres of avocados. Of the total U. S. crop of limes, 75 per cent is shipped from Dade County. More than 3,000 acres of avocados have been set out in the last two years.

Pineapple production is being revived in the suburbs of the city and in nearby counties. Thousands of plants are under cultivation and a huge freezing plant is nearing completion in this area. Hundreds of crates of the fruit is now being shipped to local and northern markets.

Being nearer to the large Eastern market than any other section of the country in agricultural competition, Dade County has the advantage of sending its fresh fruits and vegetables to the northeastern markets faster and cheaper than its rival production areas. This service is being accelerated by air transportation.

It is estimated that there are more than 2,000,000 acres of land suitable for production of sugar cane in the great Everglades region near Miami. There are now only 20,000 acres under cane cultivation.

The production of ramie, oldest vegetable fibre known to man, is one of South Florida's most promising agricultural developments. Growing of this product is confined climatically to the South Florida area in this country. Its practical use in textile manufacturing is just beginning to be realized and its future is extremely bright.

The low cost of draining, clearing and fertilizing the land is expected to attract long-run investors and have a stabilizing effect on the local economy.

- MODERN DAIRY
- TOMATO FIELD
- CITRUS PACKING PLANT
- CELERY CULTIVATION (OROLE)
- ORANGE GROVE
- PINEAPPLE HARVESTING
- PLANE DUSTING CROP (RIGHT)





DEPARTMENT STORE



SHIP REPAIRS

VALUE OF SELECTED PRODUCTS PRODUCED IN MIAMI AND  
SELECTED CITIES—1939\*

INDUSTRY	NUMBER OF CITIES INCLUDED	TOTAL VALUE OF PRODUCT IN CITIES (1000'S)	PER CAPITA VALUE SELECTED CITIES	PER CAPITA VALUE MIAMI	DEFICIENCY OR EXCESS
Bread Baking	10	\$52,317	\$13.70	8.8	-4.90
Ice Cream and Ices	8	10,262	3.36	3.0	-.36
Non-Alcoholic Beverages	11	18,569	4.44	8.2	+3.76
Signs, Advertising Displays	7	1,979	0.74	1.2	+.46
Photoengraving	7	1,921	0.71	0.6	-.11
Planing Mills (Not related to Saw Mills)	8	10,313	3.38	4.4	+1.02
Furniture and Lumber Products	10	37,836	9.93	1.10	-8.83
Mattresses and Bedspings	5	4,827	2.50	2.3	-.20
Ice Manufactured	6	2,815	1.18	3.2	+2.02
Apparel	11	40,000	9.56	1.90	-7.66

TRADE CENTERS COMPARABLE TO MIAMI

Akron, Ohio	Memphis, Tennessee
Birmingham, Alabama	Portland, Oregon
Columbus, Ohio	Rochester, New York
Dallas, Texas	Toledo, Ohio
Denver, Colorado	Youngstown, Ohio
Louisville, Kentucky	

NOTE—Except for marked shifts in 1939 and furniture manufacturing and in processing the above table applies to 1938 as well to the city's production standing in 1946, according to local economists.

\*1939 CENSUS OF MANUFACTURES—VOLUME III.



CLOTHING FACTORY



FURNITURE MANUFACTURING



## MIAMI . . . a city of exceptional ECONOMIC OPPORTUNITIES

**S**outh Florida is the U. S. frontier of manufacturing opportunities. The area consumes five times what it produces, placing an opportunity for a 400 per cent expansion right at its doorsteps.

Industries catering to consumer markets find particularly rich fields in the Miami area.

Sustained construction activity in the area opens daily new channels for the manufacture of all kinds of building materials and supplies.

Miami's rank as the nation's greatest home-building center offers additional opportunities for increased manufacture of furniture, awnings, venetian blinds, and other home appliances.

The large and growing volume of hotel and restaurant trade, expansion of aviation operations, and unusual boating activity in the area, present excellent advantages for the production of supplies, parts and tools.

Large opportunities are developing in the field of ramie textiles. Miami's nearness to the great Okeechobee ramie growing regions has led industrialists in this area to lay plans for the manufacture of various products in which this fiber can be utilized, including clothing, rope, paper and bags.

Awakened to its latent possibilities in the manufacturing industry by the war, Miami already has begun to develop and capitalize on these opportunities with typical civic enterprise.

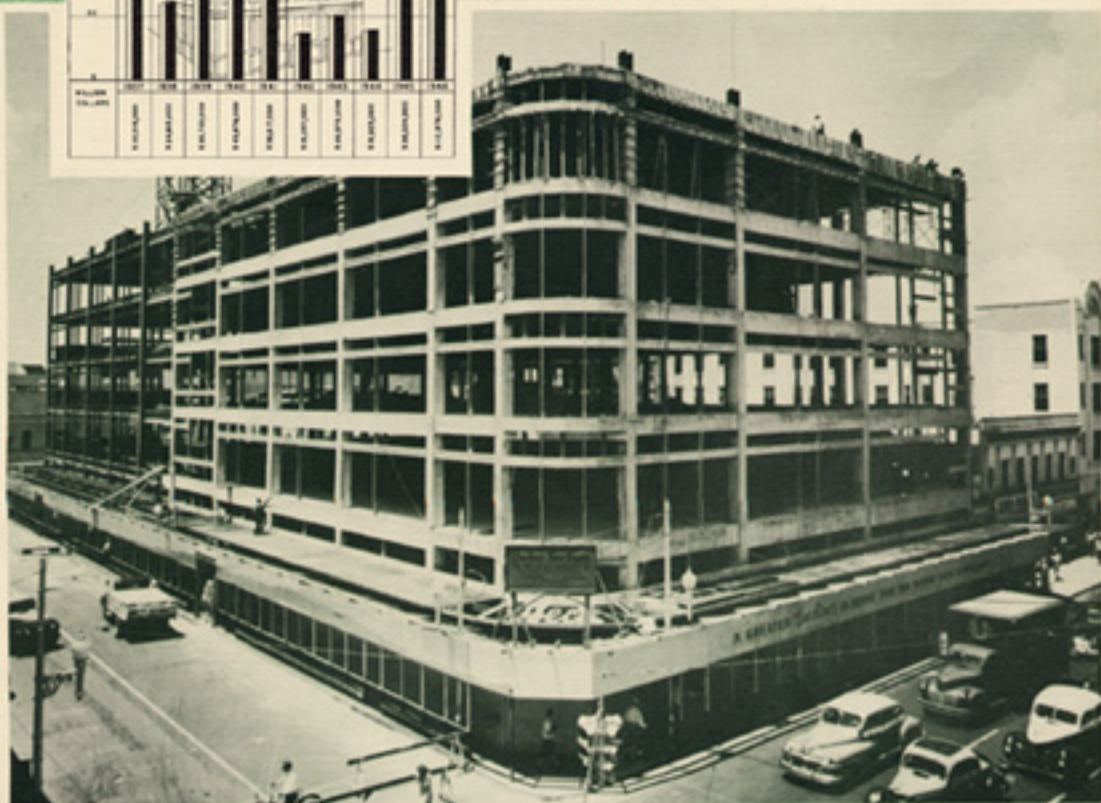
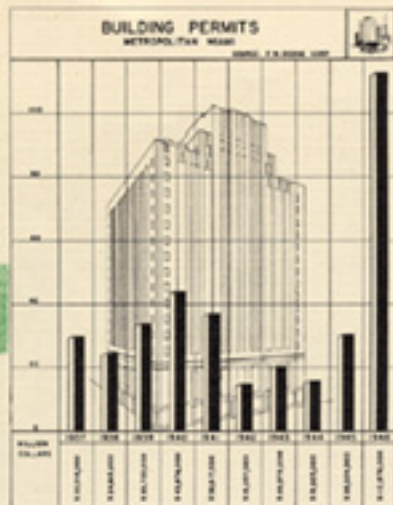
Manufacturing establishments in Dade county have virtually doubled since 1939. One of the fastest growing and potentially most important industries in the area at present is the manufacture of wearing apparel with distinctive Miami design.

Seizing upon one of the many opportunities which existed here for years but had never been developed, a group of clothing stylists built Miami into one of the nation's foremost fashion centers almost overnight.

Miami clothing factories were virtually nil 10 years ago. In 1939

*Continued on Page 41*





### • COMMERCIAL BUILDING

Largest commercial building undertaking begun in the City of Miami in 1946 was this million-dollar addition to Burdine's Department Store. The building is a five-story structure with a basement, giving a total of 29,500 square feet of floor space. Underground and overhead passageways connect it with the Burdine building across Miami Ave.

## A Billion-Dollar Building Program

**W**ithin five years a billion dollars worth of new construction will be completed in South Florida. Of this sum \$705 million will be spent in Greater Miami alone.

The largest item on the billion-dollar program is that of housing . . . Conservative estimates set the housing figure at about 73,000 units in the three most populous southern counties.

At least 45,000 units, including hotels, apartments and dwellings will be built in the Miami area and the outlay is expected to exceed \$300 millions.

The City of Miami, Dade County and the State of Florida have budgeted a total of \$55 million for public improvements in the Metropolitan Miami area. Projects include streets, sewers, waterworks, highways, bridges, parks, schools, docks and waterways.

Power and telephone service expansion and improvement for the Miami area will approximate a \$55 million outlay, according to Florida Power & Light Co. and Southern Bell Telephone and Telegraph figures. Both companies are now spending millions on various projects.

Metropolitan Miami building permits in 1946 were \$71,788,946, or \$27,238,333 over the figure of 1940 when the city was fourth among the 25 leading municipalities in building.

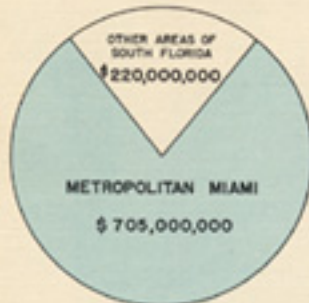
Greater Miami building contract awards rose from \$24,615,000 in 1938 to \$112,876,000 in 1946. This places the city second among all the leading construction cities in the South and first among Florida cities by a wide margin.

*Miami now stands 11th among major cities East of the Rockies in Building construction.*

TYPICAL  
HOUSING  
PROJECT



FORECAST OF BUILDING CONSTRUCTION  
1947-1951 INCLUSIVE  
METROPOLITAN MIAMI AND SOUTH FLORIDA



ESTIMATED 5 YEAR TOTAL \$ 925,000,000

THIS ESTIMATE AND FORECAST MADE THROUGH DIFFERENT METHODS BY:

MIAMI BUILDERS EXCHANGE.....FRANK O'NEIL

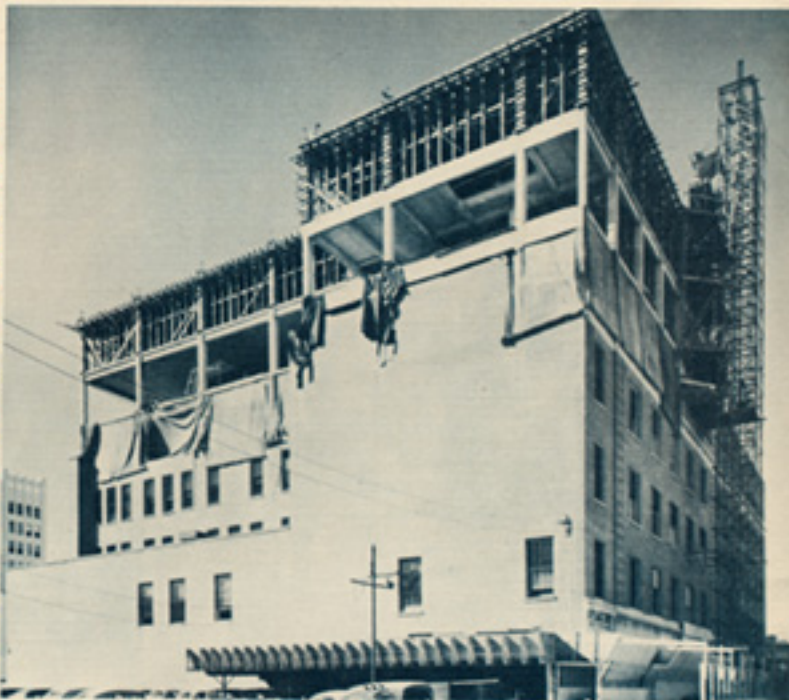
F.W. DODGE CORP. - MIAMI OFFICE.....J.F. PALMER

CITY OF MIAMI RESEARCH BUREAU.....G. H. HART

FLORIDA POWER AND LIGHT COMPANY.....H. R. ROBERTS

MR. ROBERTS' FIGURES WERE ESTIMATED FOR COMPARISON AND DO NOT REPRESENT HIS OWN ESTIMATE FOR METROPOLITAN MIAMI (LAST QUARTER) OR FOR SOUTH FLORIDA (\$1,000,000,000).

TELEPHONE BUILDING



Development of a completely new waterfront residential and recreation section of Miami was made possible through the opening of the \$6,000,000 Rickenbacker Causeway in 1947.

The causeway links Virginia Key and Biscayne Key with the southeastern section of Miami (in the background). In foreground is Crandon Park on Biscayne Key which places two-and-a-half miles of beautiful ocean beach within a 15-minute drive from downtown Miami.

Crandon Park is designed as a \$11,000,000 recreational center with a \$1,500,000 aquarium. The south half of Biscayne Key is available as a high-class residential development. This key is nearly three miles long.

**B**rought to a standstill by the war, commercial construction started its comeback in 1946 with a whopping \$15,000,000 outlay which included 218 stores, 51 office buildings, two large warehouses and numerous additions.

Largest store construction project was the \$1,000,000 Burdine's addition.

Southern Bell and Telephone Company added two stories to its office building at a cost of \$600,000.

Seven new hotels were constructed in the area costing more than \$5,000,000.

Wometco Theatres built a new \$250,000 moving picture house in downtown Miami.

Warehouses construction totaled \$473,000; two dairies were built at \$337,000; a fruit company at \$232,000; and the Miami Herald added a \$385,796 unit to its building.

Construction of nearly 100 apartment houses accounted for \$5,000,000 of the huge expenditure.

With building materials still scarce, and government restrictions still existing during the first five months of 1947, \$3,529,792 worth of commercial building was started in the city.

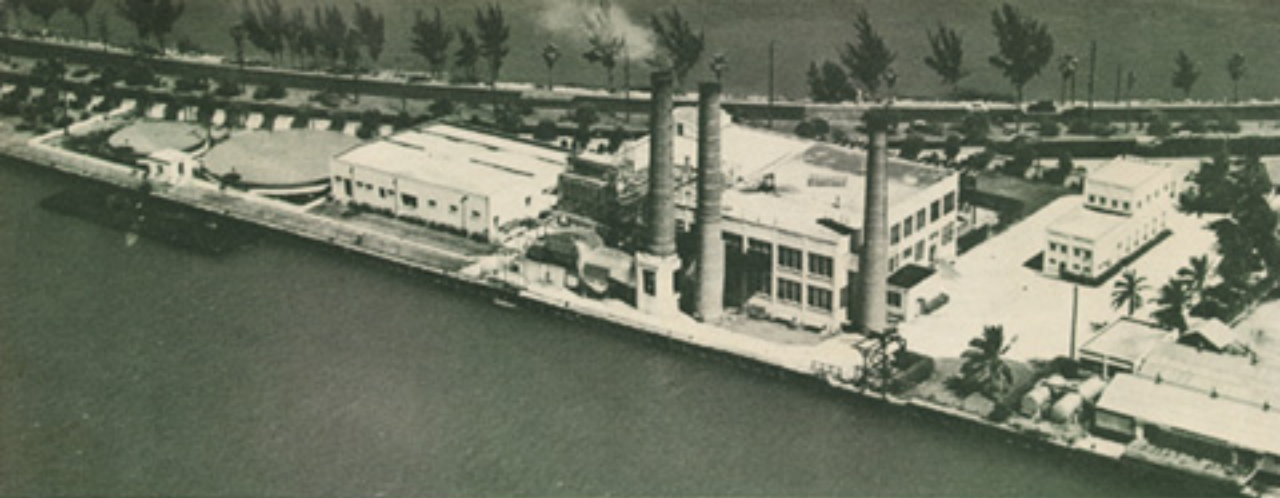
*Continued on Page 43*

## Where Greater Miami Stands In Eastern Building Picture

Construction contracts awarded in 16  
leading areas during 1946:

New York, N. Y.	\$575,555,000
Chicago, Ill.	414,567,000
Detroit, Mich.	226,700,000
Newark-Jersey City, N. J.	220,311,000
Washington, D. C.	218,892,000
Philadelphia, Pa.	208,717,000
Boston, Mass.	193,374,000
Baltimore, Md.	151,975,000
Cleveland, Ohio	141,284,000
Houston, Texas	140,387,000
MIAMI, FLA.	112,876,000
Minneapolis-St. Paul, Minn.	105,587,000
St. Louis, Mo.	105,586,000
Pittsburgh, Pa.	98,830,000
Dallas, Texas	91,514,000
Atlanta, Ga.	79,555,000

SOURCE: F. W. DODGE CORP.



**ELECTRICITY** is provided Miami by the Florida Power & Light Company.

The number of customers served by this company has shown a steady and impressive rise, indicative of the growth of the city itself.

In 1937, FP&L served 57,288 customers in Metropolitan Miami. By 1945 the total reached the 100,000 mark. In 1946 it stood at 106,879, increasing more than 50 per cent in a nine-year period. Sales in the same period rose from 145.6 million kilowatt hours to 412.4 million.

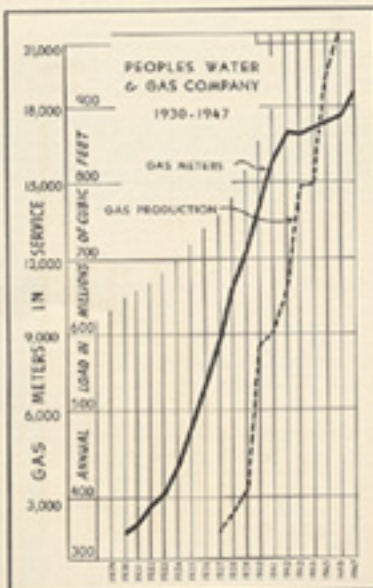
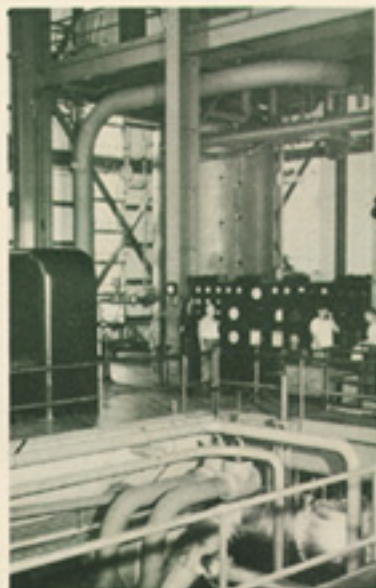
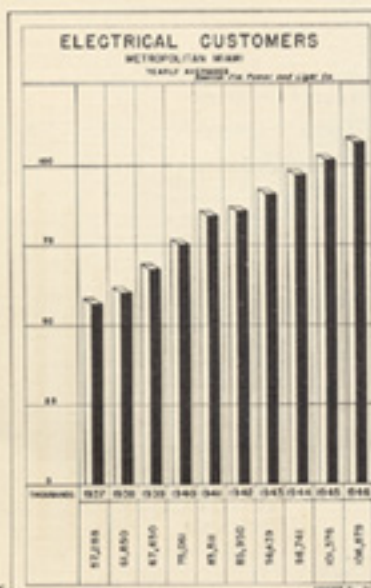
An extension and improvement program running into millions of dollars was begun by the company at the end of the war in order to keep pace with the city's growth.

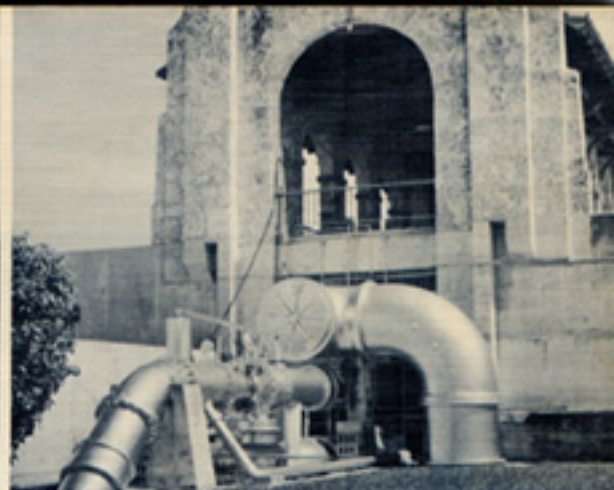
**GAS** utility service for more than 34,000 customers is provided in Miami by two major producing companies.

The Florida Power & Light Company plant, originally founded in 1906, serves more than 16,000 customers, while the Peoples Water and Gas Company has more than 18,000 customers. Both companies have enjoyed steady growth and began further expansion of their facilities in 1947.

The Peoples Gas Company, serving the entire lower East Coast, is expanding its facilities to accommodate twice the number of customers it now serves, while Florida Power & Light is extending its lines to serve an additional 15,000 customers.

Bottled gas factories in Miami constitute a million-dollar industry, adding considerably to gas utility service in the City.





**TELEPHONE** facilities in Miami are being expanded by the Southern Bell Telephone and Telegraph Company to care for almost 400,000 customers by 1966.

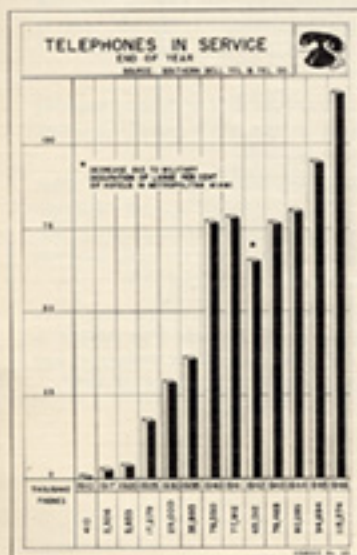
This is almost four times the number of customers served by the company in Metropolitan Miami in 1946. The expansion program, begun in 1947, was based on a survey of prospective future needs of the city, backed up by a record of more than 50 per cent increase in service in the 10 years from 1936 to 1946.

From January to October 1, 1946, there was a gain of 12,000 telephones. Applications for new phones during the same months increased from 17,000 to 21,000.

**WATER** is provided for the City of Miami by 20 wells drilled into the surface rock on the edge of the Everglades about eight miles northwest of the city.

The waterworks has a capacity of 60 million gallons per day. During the fiscal year ending June 30, 1945, a total of 11,878,951,000 gallons was treated—an average of 32,456,000 gallons per day.

The main raw water line is a 60-inch diameter cast iron pipe, the largest pipe line in Florida. A \$2,700,000 waterworks extension and improvement project, including new mains and installation of a new processing plant, was begun by the City in 1947.





DU PONT BUILDING

## BANKING CENTER

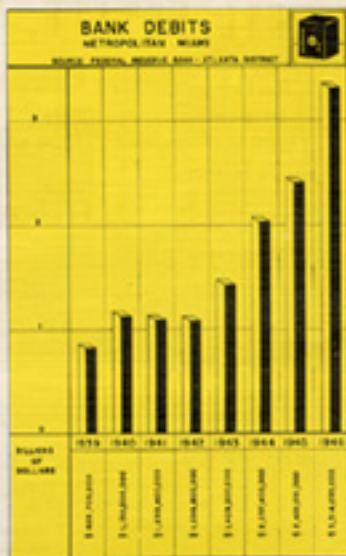
In 1946 Metropolitan Miami banks had total debits of \$3,314,093,000.

In 1939 the city's bank debits totaled only \$822,700,000. The gain during the seven-year period was 75 per cent, or \$2,491,393,000.

Miami is the third largest banking center in the Southeastern United States, being out-ranked only by Atlanta and New Orleans.

Greater Miami now has 17 banks and one clearing house. The city's rapid growth as a banking center has started a move for a Miami branch of the Federal Reserve Bank.

The First National Bank of Miami had deposits of \$108 million in 1946 as compared to \$37 million in 1940. A merger with two other banks left First National with combined resources of \$143,455,618.



The Florida National Bank and Trust Company had deposits of \$60 million in 1936, which was an increase of 400 per cent over 1940.

The Florida National Bank and Trust Company of Miami and the Florida National Bank of Coral Gables are member outlets of the Florida National group of banks which has total resources of \$368,852,882.45 and total deposits of \$339,386,031.98.

In 15 years, from 1930 to 1945, Florida's population increased 15 per cent. In this same period deposits in the Florida National group of banks increased 1,200 per cent as compared with a national increase of 257 per cent.

*An important new field of Miami banking activity exists in the city's rapidly growing export-import business.*

Two banks, the Pan American and First National, have established special "Foreign Trade Departments" to accommodate this activity. Each bank has a thriving business with the Latin-American countries.

The First National's foreign business tripled during 1946. And the Pan American Bank carried nearly a million dollars in foreign letters of credit at the start of 1947.



## REAL ESTATE, TAXES AND INSURANCE

Real estate sales and leases in Dade County in 1946 totaled approximately \$250,000,000. This was the highest volume recorded in the area's history.

Miami alone recorded \$126,418,711 of the total amount in sales.

Assessed valuation of property in the City of Miami in 1946 was \$240,921,220, an increase of nearly \$100,000,000 over 1937.

Dade County assessments in 1946 totaled \$795,230,000, as compared to \$363,417,368 in 1937.

Real estate brokerage firms in Greater Miami at the start of 1947 numbered 1,434, with a total of 2,463 salesmen.

In life insurance payments, Miami led all Florida cities in 1946, with beneficiaries receiving a total of \$8,660,000. The City ranked 47th among all cities in the United States in life insurance payments for the year.

The city tax rate is \$30.13 per thousand dollars (60 per cent of estimated actual valuation). The county rate is \$11.40 per thousand (100 per cent of estimated actual valuation).

The \$49.63 per thousand dollars overall tax rate on property in Miami would be high were it not for homestead exemptions, and the fact that assessed valuations against which the rates are spread are substantially less than normal actual valuations.

The State of Florida has no ad valorem tax on real and personal property. The State has no bonded debt and is prohibited by its constitution from issuing State bonds. Florida does not have income, sales or transfer inheritance taxes.

Miami's direct and overlapping bonded debt, as of June 30, 1946, was 11.1 per cent of assessed valuation and nine per cent of estimated actual valuation. Current tax collections were better than 99 per cent of taxes during the fiscal year ending June 30, 1946.



FIRST NATIONAL BANK BUILDING

## DAILY NEWSPAPERS

The City of Miami is served by two outstanding daily newspapers, the Miami Herald and the Miami Daily News.

Both papers have done great service in the building and development of the City of Miami, and both have won high national honors for their initiative and public service.

Between them they offer the people of Miami the complete services of Associated Press, United Press and International News Service; columns by many of the nation's most outstanding writers; news and feature pictures by four national and international picture services; and both papers have special foreign correspondents of their own.

The Miami Daily News, founded in 1896 as the city's first newspaper, won the Pulitzer prize for disinterested and meritorious service to the community in 1938.

The present building, housing the Daily News and Radio Station WIOD, was erected in 1924. Located on Biscayne Boulevard and known as the News Tower, this building is an outstanding landmark in the City's skyline.

The Miami Herald, a morning publication with the largest circulation of any Florida newspaper, won the Maria Cabot Award given by Columbia University in 1946, for pioneering in Latin-American news coverage.

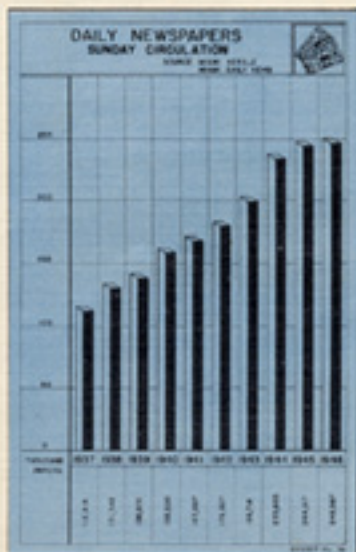
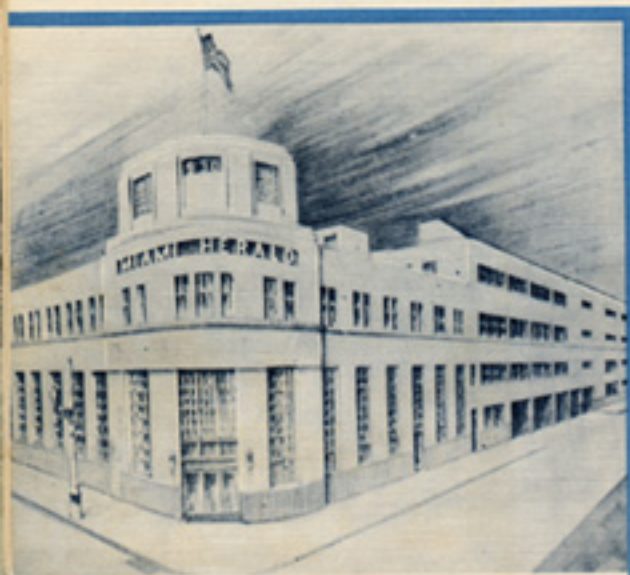
The Herald keeps a staff of roving correspondents in the Latin-American area, and distributes a special "Clipper Edition" to this area on the day of publication in Miami. It is the only North American newspaper appearing on Latin-American news-



stands the same day it is published in the United States. The Clipper Edition is distributed as far away as Buenos Aires, Argentina.

This great daily, which ranks among the first 10 newspapers in the country in advertising published annually, gave Miami the first public demonstration of modern methods of facsimile newspaper reproduction over Radio Station WQAM in 1946.

The Herald was founded in 1910, as successor to the Miami News Record. The City had a population of 5,471 at that time. The present Herald building was erected in 1938 after the paper was bought by John S. Knight, publisher of the Detroit Free Press, Chicago Daily News and Akron Beacon-Journal. It was enlarged by a four-story addition in 1947.



# RADIO — COMMUNICATIONS

Greater Miami's radio dial has filled up more rapidly than in any other comparable area in the U. S.

The present ratio of broadcasting stations to population is about one to every 44,000 residents based on 1946 population estimates for the area.

With eight AM (standard) and two FM (high frequency) stations now operating on regular schedules, Greater Miami has more stations per capita than New York City, which has one station to approximately 356,000 residents.

Twenty-five years ago there was one broadcasting station, WQAM, now The Herald station. It was Florida's first.

When present plans are carried out, Greater Miami will have thirteen AM and seven FM stations and three television stations.

Second station was WIOD, the Daily News station. Then came WKAT, Miami Beach, and later WGBS. These have network affiliations: WQAM-ABC, WIOD-NBC, WKAT-Mutual and WGBS-CBS.

The other four AM stations are WBAY, Coral Gables; WINZ, Hollywood; WMBM, Miami Beach, and a new WFTL at Fort Lauderdale.

Construction permits have been issued by the FCC for five other AM stations and the Florida East Coast Railway will operate a station to be called WFEC.

When all these stations begin broadcasting, Greater Miami's radio dial will range from 560 at the bottom to 1580 at the top.

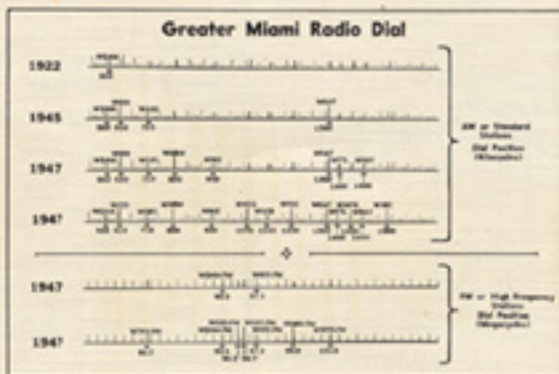
WQAM and WIOD are operating FM stations. Both stations plan early installation of Television Plants as does the Sun Coast Broadcasting Corp.

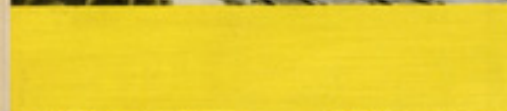
FM permits have been granted to Dade County Technical High School and to stations WGBS and WKAT. When all plans for new broadcasting facilities are fulfilled, Greater Miami will have one of the most modern and complete radio broadcasting setups in America.

**DIRECT COMMUNICATIONS** between Miami and principal cities in the Caribbean and South American countries are provided by three efficient systems. They are the overseas telephone service of the Bell Telephone and Telegraph Co. . . . The Western Union Cablegram service . . . and the Tropical Radio Telegraph Co.

All operate from the Miami area and their combined services reach every wire point in the southern countries. And Tropical Radio serves ships at sea.

In 1946 a total of 852,016 overseas messages were handled by the three systems.





## TRANSPORTATION . . .

Travelers to and from Miami are accommodated by leading companies in all branches of public transportation. The city is served by three domestic and five foreign airways; some 42 charter plane lines (as of June 1, 1947); three major railroad lines; 14 bus lines, and the P. & O. Steamship Line. In 1946 the railroads transported 1,127,492 travelers to and from Miami. Airplanes carried 1,030,948 passengers, and steamships more than 650,000.\*

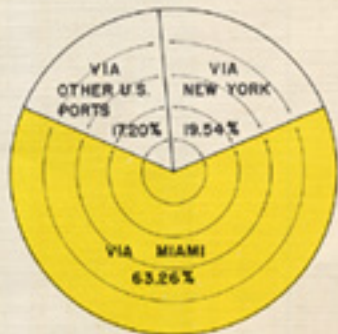
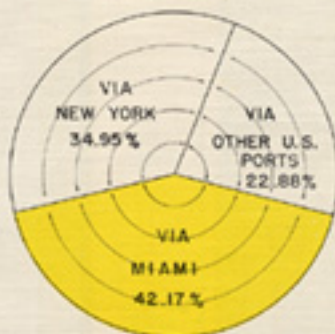
More than 69 per cent of all air travelers between the West Indies, Central and South America and the United States during the fiscal year of 1946 passed through Miami. International passenger traffic by air increased 113 per cent in Miami during the year 1946. The national increase was only 54 per cent. New York—Miami's closest rival as a port of entry in the United States—gained only 21 per cent in foreign travel during the same year.

\*Includes local excursions

### U. S. PORT OF ENTRY RECORDS (PASSENGERS)

To All Regions of the World During Past Six Calendar Years 1941-1946 Inclusive

Travel Between U. S. and the West Indies, Central and South America via Miami, New York and All Other Seaports During Fiscal Years 1941-1946 Inclusive



### DISTRIBUTION FOR PAST SIX YEARS

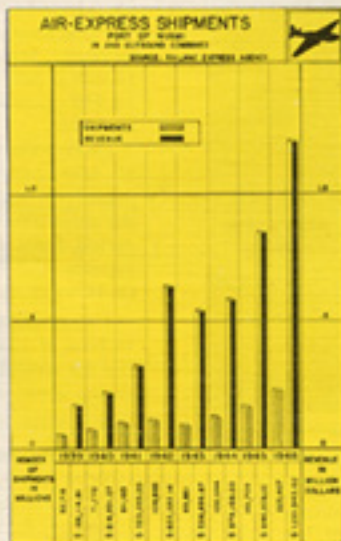
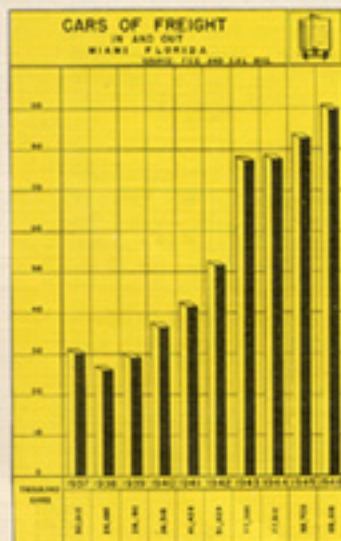
Via MIAMI . . . . .	1,315,994
Via New York . . . . .	1,090,517
Via All Other . . . . .	714,007
<b>Grand U. S. Total . . . . .</b>	<b>3,120,518</b>

Via MIAMI . . . . .	1,058,412
Via New York . . . . .	287,666
Via All Other U. S. Ports . . . . .	327,043
<b>Grand Total—United States . . . . .</b>	<b>1,673,121</b>



## VIA MIAMI

Air and water commerce in and out of Miami, in 1946 was valued at \$100,346,000. Exports and imports accounted for \$70,617,000 of this amount. The city's International Airport handled 13,782,378 pounds of air express in international commerce, representing 46 per cent of the national total. Air express shipments were valued at \$1,201,543, and boat shipments at nearly \$100 million. Small motor vessels engaged in international trade carried more than 300,000 short tons of cargo, and 455,000 tons moved on the Inland Waterway. Railroads serving Miami transported 89,819 cars of freight in 1946 for an all-time high. Approximately 17 truck and transfer firms serve the area.



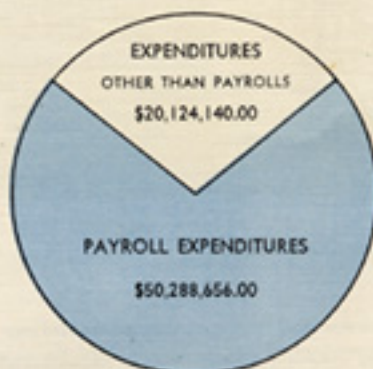
## WORLD AVIATION CENTER

In a short span of 21 years, Miami has become one of the world's leading air centers. Since the birth of international aviation here 18 years ago, the city also has developed into the greatest center of world travel, and air commerce in the United States. Three major domestic airlines make Miami their headquarters, literally serving the world from this city. Five foreign lines also operate Miami schedules. Miami's reputation as the "safest flying area in the world" has contributed greatly to its leadership in aviation. During the war, the Army and Navy operated from nine major airfields in the Metropolitan Miami area.



## THE AVIATION INDUSTRY DURING 1946 IN METROPOLITAN MIAMI

14,530 EMPLOYEES



## INTERNATIONAL AIRPORT

Miami's great International Airport leads the nation in foreign air commerce.

During the fiscal year ending June 30, 1946, Miami handled 46.2 per cent of all air imports and exports in and out of the country.

The city's air freight for the calendar year of 1946 amounted to 13,782,378 pounds. Exports for the year totaled 10,679,343 pounds, representing a gain of 56 per cent over the previous year when 6,081,024 pounds were shipped.

From 1932 to 1942 the flow of air express through International Airport increased 16,224.2 per cent, rising from a negligible 16,939 pounds in 1932 to 2,765,157 pounds in 1942.

During the first six months of 1947 a total of 10,427,057 pounds of overseas freight passed through the Miami port. Value of the shipments was \$53,983,004. During this period from 41 to 49 per cent of national exports, and from 34 to 59 per cent of imports went via Miami.

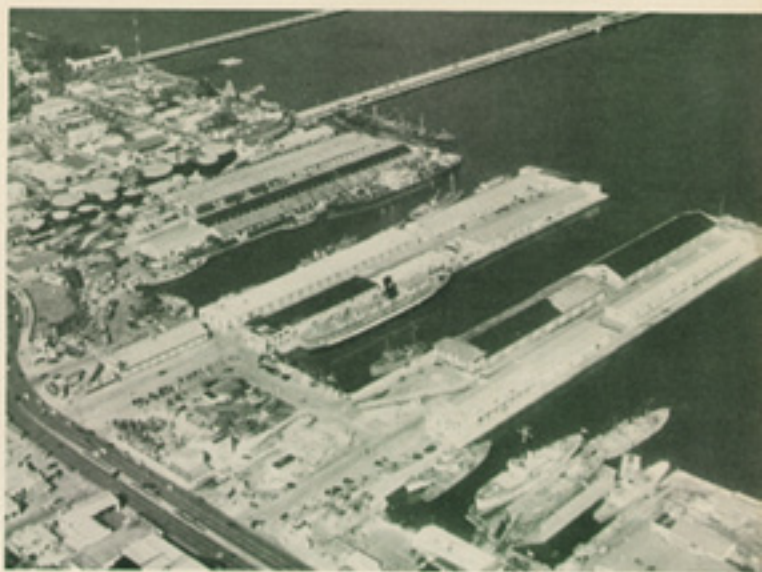
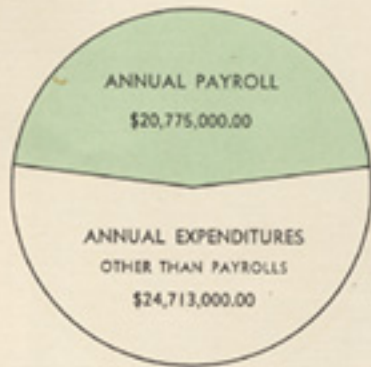
Export-import firms in business in Miami in June of 1947 totaled more than 145, with the list steadily growing.



INTERNATIONAL AIRPORT

THE MARINE INDUSTRY  
DURING 1946  
IN METROPOLITAN MIAMI

9,360 EMPLOYEES



CITY OF MIAMI DOCKS

## MIAMI HARBOR

Before the last war 15 steamship lines served the port. Of this number the pioneer P. & O., the Pan Atlantic Steamship Corp., and the Bull Steamship Line have resumed services. The P. & O., which resumed runs between Miami and Havana early in 1947, carried 50,000 passengers during the first half of this year.

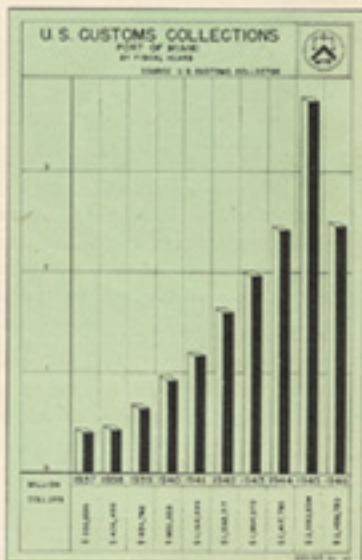
Coastwise passenger service between New York and Miami and a thrice-weekly cruise service from Miami to Nassau were resumed in 1947.

While the war stopped ordinary operations of large ships, it gave impetus to the small motor freighters. Instead of declining with the end of hostilities, the small ship traffic continued to grow. Plying between this port and scores of maritime points to the south are some 145 of these little vessels.

In 1945 they made approximately 2,250 trips and carried about 284,240 short tons of cargo. This is nearly twice the amount of cargo carried by all types of shipping recorded here in 1939.

Freight carried over the Inland Waterway in 1945 amounted to 455,721 short tons.

Custom collections here have risen more than 621 per cent in the past ten years. In 1936 collections amounted to \$334,009. For the fiscal year ending June 30, 1946, collections totaled \$2,458,750. Returns reached the two-million mark in 1944 and have been ranging thereabout ever since. This year's customs are expected to run over those of 1946.





## ENVIRONMENT FOR BETTER LIVING

Miami is the center of one of the world's greatest resort areas, including Miami Beach, Coral Gables, Hialeah and ten other thriving communities which make up the metropolis.

Originally developed as a winter playground for the wealthy classes, the city continued to exploit its superior resort attractions and climatic advantages and while the resort business is still basic in the community economy, industry and commerce are now pressing for leadership.

An estimated 2,000,000 tourists visit Metropolitan Miami annually, enjoying a variety of year-round outdoor sports and recreational activities unsurpassed by any other single region of the world.

The city has many fine public parks and playgrounds of rare beauty.

There are eight golf courses in the city and suburbs, 26 tennis courts, seven football fields,

eight baseball diamonds, a polo field, five fresh water bathing pools, and half a dozen salt water pools.

There are more than 35 theaters scattered throughout the city. Dance halls, patios and night clubs are numerous, and excellent facilities are available for horseback riding, yachting, water skiing, fresh water and deep sea fishing, sail and motorboating, trap shooting, hunting, shuffleboard and softball.







An outstanding program of major sports events which attract national interest is presented each year.

This includes the Orange Bowl football game; several major golf and tennis tournaments; international polo matches; speed and sailboat regattas attracting the nation's most outstanding performers in these sports; the great Metropolitan Fishing Tournament, which attracts thousands of fishermen annually; All-American Air Maneuvers, one of the largest events of its kind in the country; outstanding horse racing stakes; boxing and wrestling, and a full program of major athletic contests between the University of Miami and other nation college teams.

Greater Miami has three horse racing tracks—Hialeah, Gulfstream and Tropical Park; five dog racing tracks, and the only Jai Alai fronton in the United States.

Outstanding festivals also are staged, including the elaborate Orange Bowl festival, the Fiesta de las Americas, and the colorful Poinciana Festival.

Operatic performances and symphony concerts featuring some of the world's greatest artists, are presented regularly during the winter season.

Points of interest to sightseers include a Seminole Indian village on the Miami River; monkey jungles; alligator farms; parrot jungle and wild bird farms; tropical gardens; a tropical state park; boat trips among the man-made islands in Biscayne Bay; and Hialeah Park with the largest flock of pink Flamingos to be found in the United States.





NEW UNIVERSITY CLASS ROOM BUILDING

## EDUCATION AND CULTURE

Miami is a city of outstanding educational facilities, churches and cultural institutions.

In the Metropolitan area are located three colleges, including the University of Miami, whose enrollment of more than 7,000 students makes it one of the South's largest.

The University of Miami in 1946 began building an entirely new campus with ultra-modern buildings and facilities.

Its building program is designed to make the school the most modern university in the United States, and also this country's most outstanding Pan-American educational center.



MIAMI SENIOR HIGH SCHOOL

It has fully accredited schools of Liberal Arts, Business Administration, Law, Education and Engineering, with well equipped classrooms, laboratories and libraries.

Its Marine Research laboratory activity is world famed. Other courses in which the University is exceptionally outstanding include music, art, languages, biology and zoology.



One new classroom building was constructed on the University's new 245-acre campus in 1946 at a cost of \$800,000. Work was begun in the summer of 1947 on a \$5,000,000 housing project for students, including 30 buildings. Additional construction is expected to continue for 10 or 15 years.

Largest school of its kind in the South is Johns Hopkins Vocational (Tech High) School, with 3,000 students; 250 instructors; five departments and 40 vocational courses. The Evening High School has 1,000 students alone and the Hotel Training School is recognized as one of the most modern in the country. The institution's enrollment has increased by 2,300 students in the past five years.

Riddle College, located in suburban Coral Gables, is the city's newest college, specializing in academic studies.

There are 68 public schools for white children and 13 for colored children. These include seven high schools, 14 junior high schools and 47 elementary schools. There also are five Parochial schools.

The area has 21 private schools; a military academy, a modern trade and industrial school, numerous business colleges and schools of accounting, and additional schools which arrange special courses to meet the needs of particular businesses.

A public school building program valued at \$4,000,000 was begun in 1947.

The Miami Chamber of Commerce is unique in that it includes on its board of directors one member from each Chamber of Commerce in the various communities which make up Greater Miami.

The Miami City Library has six branches in residential areas. The Pan American League, with international headquarters in Miami, also maintains an outstanding library, as does the University of Miami.

The University has one of the foremost college symphony orchestras of the country, presenting public performances on a weekly schedule throughout the season and sponsoring a winter concert series. The Opera Guild of Miami presents a schedule of famous operas during the winter season.

The city's leading art institute nets a yearly revenue of \$50,000. There also are several other art galleries and schools and active art clubs.

Barry College is a Catholic school of distinction for women. Its 1947 enrollment of 260 girls represented 25 States, in addition to Florida and several Latin American countries.

The college was founded in 1943 with an enrollment of only 24 students. It has modern facilities, and a picturesque 85-acre campus.



JOHNS HOPKINS VOCATIONAL SCHOOL



SYMPHONY ORCHESTRA OF UNIVERSITY OF MIAMI



BARRY COLLEGE

## CHURCHES AND CLUBS

Metropolitan Miami has 198 churches of all denominations, including 59 for colored people. Church membership is estimated at 100,000. Congregations increase about 30 per cent during the winter season.

Construction of 16 new churches and additions was begun during the first quarter of 1947. Church membership is estimated to have increased 47 per cent between 1937 and 1947.

Approximately 25 fraternal organizations and civic clubs are active in Greater Miami, in addition to fraternities and sororities at the University of Miami.

Community clearing house for these organizations is the Allied Civic Clubs Council which co-operates closely with the Chamber of Commerce and City of Miami in affairs promoting general welfare.

The Musicians Club of Miami has plans under way for establishment of a \$1,000,000 national music center in Miami, and the City plans a new \$1,700,000 home for its public library.



PLYMOUTH CHURCH OF COCONUT GROVE



MIAMI WOMAN'S CLUB

SAINTS PETER AND PAUL CATHOLIC CHURCH

MAHI TEMPLE





## MANUFACTURING GROWS

(Continued from Page 21)

some 16 manufacturers were in business on a small scale. They employed 126 persons and produced only \$488,550 worth of goods.

In 1946, with the City's reputation as a fashion center firmly established and growing rapidly, there were more than 45 garment factories operating in Dade county, and the number has been growing rapidly in recent months. The industry employed 1,500 persons and had a yearly payroll of \$2,500,000.

Sales value of its products in 1946 was \$12,200,000, placing Miami among the first 20 such producing areas in the United States.

The number of garment manufacturing establishments increased 60 per cent from 1939 to 1946, and sales volume rose more than 95 per cent. Sales value of Miami-made garments in 1946 was more than half the total value of all industrial production in Dade county in 1939.

Miami also has made great strides in the construction industry since the war. A healthy stimulant to future expansion in this field is the \$705,000,000 building program forecast for the city within the next five years.

Approximately 140 varieties of building and manufacturing concerns exist in the Miami area.

Additional opportunities now being developed to a more or less limited extent, are in frozen foods,

dehydrating and canning, furniture manufacture and production of sporting goods such as fishing tackle.

Industries include bar and restaurant equipment, batteries, baskets, boilers, paper boxes, brushes, brooms and mops, candies, chemicals, cigars, coconut products, cosmetics, insecticides, jellies, automobile trailers, novelties, tool and die making, plastic products of all sorts, and even manufacture of prefabricated houses.

Miami offers the manufacturer many advantages found in few other places in the United States. These include quick and relatively cheap transportation of manufactured goods to markets in both the United States and Latin America; lower than average labor costs; climatic conditions ideal for year-round production at full capacity; and a high rate of buying power.

### BALANCE EMPLOYMENT IN TOURIST AND NON-TOURIST INDUSTRIES

1947

<i>People Employed</i>		<i>People Employed</i>	
Construction .....	16,000	Wholesaling,	
Airlines .....	10,600	Retailing .....	33,650
Government .....	8,500	Amusements	
Finance,		Services .....	16,400
Real Estate .....	8,000	Buses, Railroads,	
Manufacturing .....	7,900	Utilities .....	8,900
		Hotels .....	7,000

SOURCE: STATE EMPLOYMENT SERVICE.



U. S. SUGAR CORP. PLANT AT CLEWISTON

**CANE SUGAR PRODUCTION** is the principal industry of Miami's vast agricultural back country around Lake Okeechobee. Largest producer of three processing plants in the area is the Sugar House at Clewiston, a United States Sugar Corp. branch which turns out an average of 90,000 tons of raw sugar annually.

Other large operators are the Okeelanta Growers and Processors Cooperative near South Bay and the Felsmere Sugar Association south of Vero Beach. Their plants process approximately 2,300 tons of cane daily.

Estimated value of the annual production of all three plants is around \$20,000,000 annually, with the U. S. Sugar Corp. mill producing about \$18,000,000 of the total, making it the largest plant of its kind in America.

The Okeelanta mill and refinery was completed in 1947 at a cost of around \$4,000,000 and is designed to process around \$5,000,000 worth of sugar a year.

The three plants process the cane crops from 60,000 acres of land. Annual payrolls average \$8,000,000 and the harvesting season runs eight months from October to May.

**THE FISHING INDUSTRY**—Miami is the principal market center for fish and other sea food products from Palm Beach to Key West, the Bahamas, West Indies, and other Caribbean areas.

Commercial fishermen sold some \$4,791,600 worth of sea food products through the Miami markets in 1946. The total handle for the year by Miami fisheries was 23,958,000 pounds.

Of major importance in the area's fishing industry is production of shrimp, Florida lobsters or crayfish, and frog legs.

Four to five million pounds of shrimp are handled by Miami fisheries annually, with the purchase price ranging from 50 to 60 cents a pound.

An estimated 3,000,000 pounds of crayfish are sold on the Miami market by commercial fishermen annually, while frog leg production is estimated at 500,000 pounds annually. Frog legs bring from 90 cents to \$1.00 per pound at the fisheries.

Commercial fishermen serving the Miami markets, recorded a total of 47,722 boat trips in producing the 1946 total of 23,958,000 pounds of sea food products. In 1945 they made 61,305 trips and in 1944, 61,558 trips. Peak haul was in 1945 when 49,750,000 pounds were taken.

The value of the commercial fishing industry in the entire state of Florida is estimated at \$10,000,000 annually. Nearly half of this amount is produced in the area served by the Miami markets.

## Public Building Program = \$55 Million

(Continued from Page 25)

Virtually halted during the war, public building and improvements resumed with great vigor in Greater Miami in 1946-47.

The program launched in the latter part of 1946, called for expenditure of \$55,000,000 in public funds already appropriated.

Heading the list of multi-million dollar projects begun in this period was a \$17,000,000 sewer project extending and improving the sewage system to cover the entire city, and providing for construction of a disposal plant.

Construction of the \$6,000,000 Rickenbacker Causeway connecting Miami with Virginia Key and Biscayne Key was completed in 1947. This opened a large new area for civic development, and gave Miami many miles of additional bathing beaches for public use.

Other major projects on the 1947 public building program and their cost:

- \$6,900,000 sidewalk extensions.
- \$1,250,000 double-decking of the Orange Bowl Stadium.
- \$1,270,000 city incinerator.
- \$1,700,000 public library.
- \$1,043,000 construction of river bridges.
- \$3,000,000 Mercy Hospital.
- \$4,000,000 public school buildings.
- \$2,700,000 city waterworks.
- \$1,500,000 Dinner Key Marina.
- \$3,038,911 road and bridge construction by the State Road Department.
- \$1,273,642 park expansion and improvements.

These public building projects and many others still in the planning stage, are designed to fill the needs of the city's rapidly growing population which is expected to reach 800,000 by 1967.

Rapid development of residential areas in recent years created the need for the \$6,900,000 sidewalk extension program.

Double-decking of the Orange Bowl Stadium was necessitated by the tremendous growth in popularity of the city's Orange Bowl football classic.

This project raised the seating capacity of the stadium from 23,000 to more than 60,000, enabling Miami to compete on equal terms with other cities sponsoring major New Year's Day football attractions.

The \$1,270,000 incinerator gives the city a modern and efficient garbage disposal system. The incinerator also provides steam for neighboring Jackson Memorial Hospital and helps pump water through miles of lines in the city's water distribution system.

Construction of Mercy Hospital will give the area a new, modern hospital capable of accommodating 300 patients. The Jackson Memorial project includes addition of a new wing to the hospital building, modernization of facilities, expansion of parking facilities and beautification of grounds.

The city waterworks program includes extension of mains, installation of new pumping stations, and construction of a new processing plant.

Major item in the road-building program begun in this period was construction of the first link of a four-lane highway from Miami to Jacksonville. The highway, when completed, will open an important new traffic artery into Miami from the north.

Opening of 1,350 acres of park land to the public constitutes a large part of the park expansion and improvement program. Major park areas under development include new parks at Baker's Haulover, Biscayne Key, and on Brickell Avenue and improvement of facilities at existent parks.





PRATT GENERAL HOSPITAL



JACKSON MEMORIAL HOSPITAL



BAYFRONT PARK

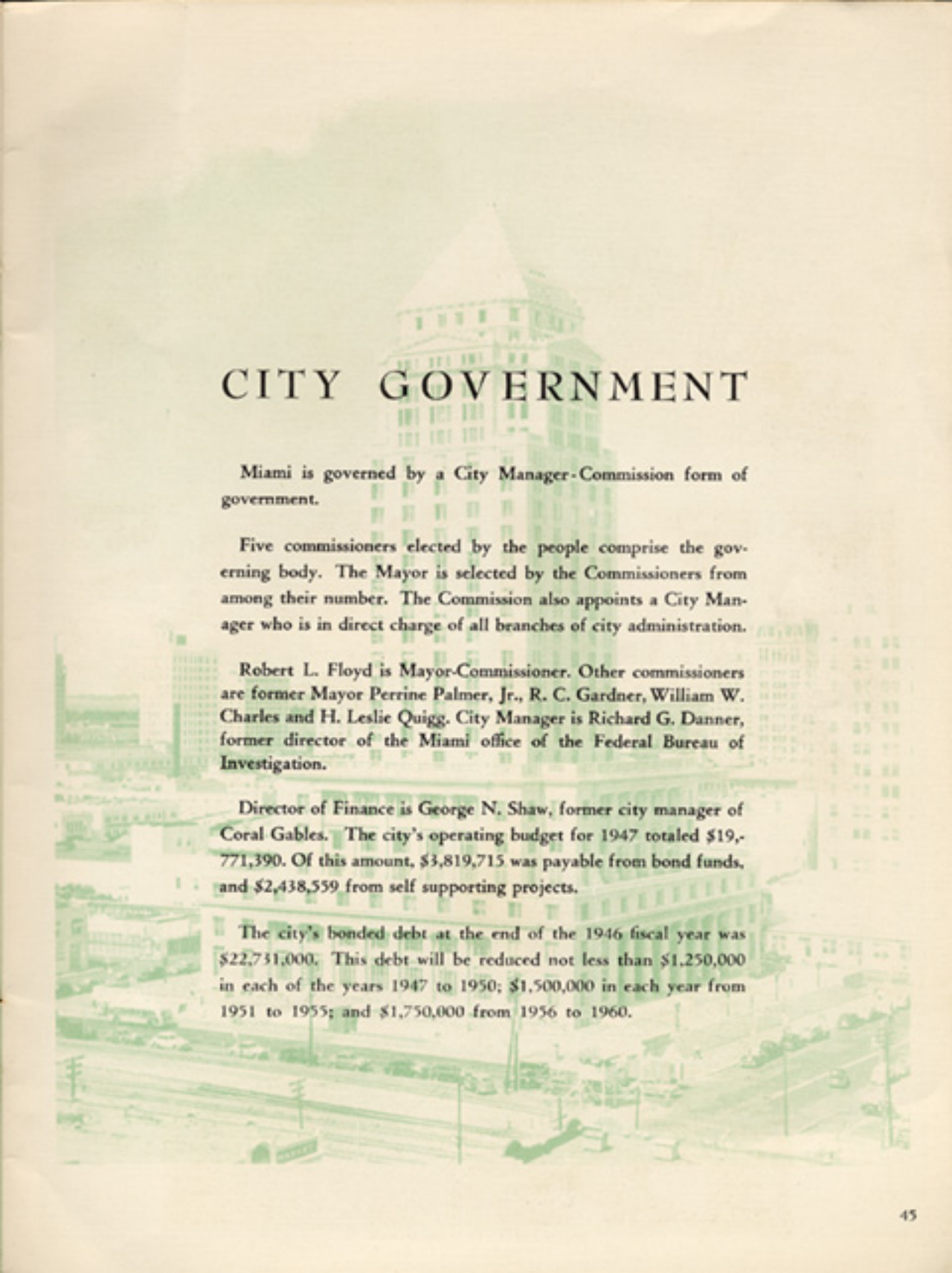


A BRIDLE PATH



DINNER KEY AND PROPOSED MARINA





## CITY GOVERNMENT

Miami is governed by a City Manager-Commission form of government.

Five commissioners elected by the people comprise the governing body. The Mayor is selected by the Commissioners from among their number. The Commission also appoints a City Manager who is in direct charge of all branches of city administration.

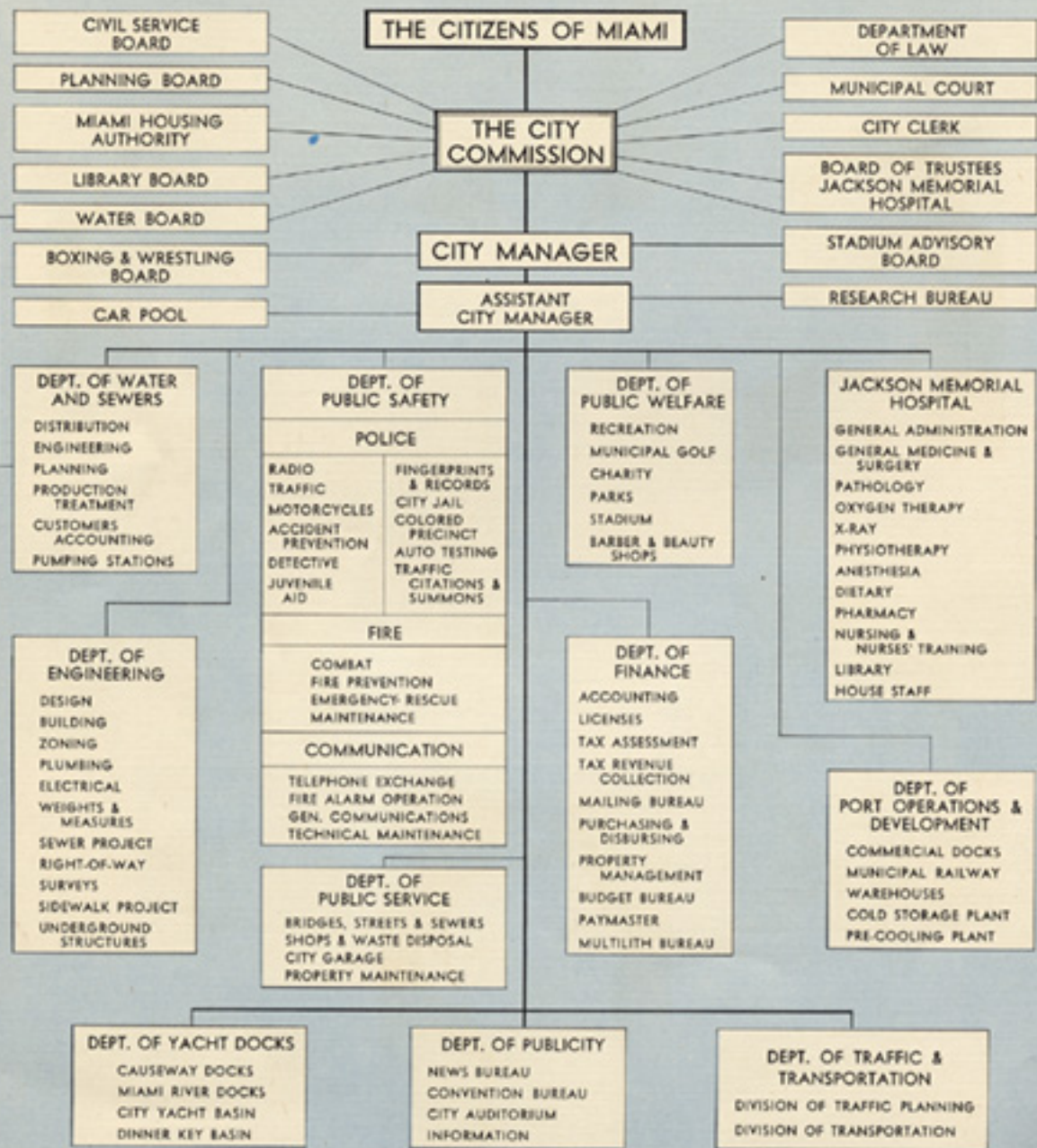
Robert L. Floyd is Mayor-Commissioner. Other commissioners are former Mayor Perrine Palmer, Jr., R. C. Gardner, William W. Charles and H. Leslie Quigg. City Manager is Richard G. Danner, former director of the Miami office of the Federal Bureau of Investigation.

Director of Finance is George N. Shaw, former city manager of Coral Gables. The city's operating budget for 1947 totaled \$19,771,390. Of this amount, \$3,819,715 was payable from bond funds, and \$2,438,559 from self supporting projects.

The city's bonded debt at the end of the 1946 fiscal year was \$22,731,000. This debt will be reduced not less than \$1,250,000 in each of the years 1947 to 1950; \$1,500,000 in each year from 1951 to 1955; and \$1,750,000 from 1956 to 1960.

# CITY OF MIAMI

## ORGANIZATION CHART





ROBERT L. FLOYD  
MAYOR



PERRINE PALMER



R. C. GARDNER

## THE CITY COMMISSION



WILLIAM W. CHARLES



RICHARD G. DANNER  
CITY MANAGER



H. LESLIE QUIGG

## PUBLIC SERVICE

Department head—R. A. Williams



Employees—774

Budget—\$1,688,377

*Functions:* Maintaining City-owned buildings, street and traffic lighting system, lighting of recreation fields, equipment at Jackson Memorial Hospital and pre-cooling plant at docks; builds and services City streets, maintains and operates lift bridges, builds and maintains stationary bridges, builds City sewers, maintains and operates pumping stations and screening plant; removes garbage and household trash, operates incinerator, cleans City streets, provides steam for Jackson Memorial Hospital, and operation of water pumping plant at incinerator; maintains City motorized equipment, issues fuel for City vehicles.

*Projects:* \$6,000,000 minimum street paving and repairs, construction two new river bridges, installation of new incinerators, enlargement of City garage.

## CIVIL SERVICE BOARD

Department head—Louis A. Miller.



Employees—17

Budget—\$42,696

*Functions:* Certification of all City employees in classified service, based on merit examinations.

*Projects:* Expert reclassification of positions to guarantee equal pay for like work and bring standard of compensation nearer level of local private industry.

## PLANNING BOARD



Employees—Four

Budget—\$11,993

*Functions:* Study, recommend improvements in plan of City covering all phases of growth and development.

*Projects:* Prepare annual planning report showing City's progress.

*Chairman*—Elmer E. Blackburn.

*Executive secretary*—Frank F. Stearns.

*Board members:* R. C. Houser, E. L. Hughes, G. H. Baumer, T. B. Hamilton, E. G. Powell, J. M. Lyell, W. E. Tschumy, C. A. Avant.

## PUBLIC WELFARE

Department head—Jesse H. Yarborough.



Employees—259

Budget—\$861,982

*Functions:* Management and supervision of City charities, playgrounds and recreation facilities and their use; management and supervision of parks, municipal cemetery, shade trees and shrubbery on parkways and City properties, municipal golf courses and the stadium; conducts examinations and issues licenses to barbers, beauticians and massage operators; makes sanitary inspection of equipment and instruments used by barbers, beauticians and massage parlors.

*Projects:* Complete renovation, beautification and addition of facilities in public parks; expansion of playground and recreation areas and provision of larger stadium; improvement of City golf courses and make them self-supporting; and to consolidate public charitable agencies, provide adequate facilities for the aged, maimed, mentally ill, and delinquent children.

## YACHT DOCKS

Department head—A. D. F. Bloodworth.



Employees—Nine

Budget—\$51,027

*Functions:* Operation, maintenance all yacht docks and small craft facilities owned by City. Improvement of facilities. Co-operate with agencies futhering yachting and boat owners' interests.

*Projects:* Building of Municipal Marina at Dinner Key; bulk-heading all City-owned property on Miami River. Elimination of unnecessary bridge raisings. Improvement and beautification of all facilities.

## FINANCE

Department head—G. N. Shaw.



Employees—89

Budget—\$350,453

*Functions:* Direction of all financial activities of City. Tax collection, license collection, auditing and accounting for all City funds, tax assessment, preparation of annual budget and control of year-round budget, custodian of all City-owned real property, handling all mail and inter-departmental communications for all City departments and offices, mimeographing and offset printing jobs for all departments and offices.

## WATER AND SEWERS

Department head—W. A. Glass.



Employees—259

Budget—\$5,730,285

*Functions:* Operate and maintain water system, construct additional facilities as needed, supply City with potable water. Construction of sewage disposal system, and operation of same.

*Projects:* Fifty per cent increase in capacity of water treatment plant; installation of 42"x36" transmission main from Hiialeah water treatment plant to high pressure pumping stations; construction recalcining plant at Hiialeah, establishment of new source of supply, and treatment plant.

## JACKSON HOSPITAL

Department head—Dr. C. C. Hillman.



Employees—1,074

Budget—\$2,913,208

*Functions:* To provide requisites for maintenance and restoration of health to members of the community. Care of sick and injured. Education of physicians, nurses and other personnel. Prevention of disease and promotion of health. Advancement of research in scientific medicine.

*Projects:* Construction of additional building and alterations of two existing ones for establishment of new emergency section and out-patient clinic. Improvement of landscaping of hospital area and development of adequate parking areas.

## ENGINEERING

Department head—R. A. Williams.



Employees—115

Budget—\$379,465

*Functions:* Plans, designs and makes specifications for all municipal projects and improvements. Handles all right-of-way matters and record plats. Checks all plans for zoning, adherence to City building code, issues all building, electrical and plumbing permits.

*Projects:* Orange Bowl Stadium addition; sewer system extension; sidewalk improvements; plans for two new river bridges; Dinner Key Marina design; new incinerator design.

## PUBLIC SAFETY

Department head—Richard G. Danner.



Employees—813

Budget—\$2,655,342

*Functions:* Protection of public life, limb and property, preserve the peace, enforce laws, apprehend violators, prosecute guilty, training of police personnel; protection of life and property from fire; installation, operation and maintenance of all police and fire department radio equipment, operation of general City telephone switchboard, supervision of all new telephone installations and equipment; maintenance, installation and operation all portable P. A. systems owned by City; acts to eliminate traffic congestion and hazards, by City.

*Projects:* Miami Police Boys Club formed to combat and reduce juvenile delinquency and develop better citizens; improve and expand jail facilities; addition of four new fire stations with new equipment, erection of new high-pressure system; installation of new high-frequency police two-way F. M. radio equipment; two-way fire department radio equipment; construction of new communication building to house central office fire alarm system, together with all police and fire radio operations and teletype system; installation of complete automatic dial switchboard in police department, and later in general City Hall system.

## PORT OPERATIONS

Department head—Capt. Chas. A. Olsen.



Employees—27

Budget—\$345,329

*Functions:* Operate and maintain City commercial dock properties, deep water harbor facilities, shore facilities, cold storage facilities; maintain municipal railroad tracks.

*Projects:* Obtain resumption of domestic shipping, promote harbor facilities, expand foreign shipping; rehabilitate and modernize commercial dock facilities; develop port expansion program.

## TRAFFIC - TRANSPORTATION

Department head—Earl J. Reeder.



Employees—16

Budget—\$56,528

*Functions:* Regulates and controls traffic and public transportation facilities within the city. Both problems are tackled on a scientific basis. Constant studies of traffic in congestion areas are made and plans devised to relieve these areas and keep traffic moving freely throughout the city.

*Projects:* Development of a systematic and planned program of expanding off-street parking areas in the downtown business district designed to accommodate growing parking demands and relieve traffic congestion created by inadequate parking facilities.

## PUBLIC LIBRARIES

*Department head*—Frances G. Parsons.



Employees—45

Budget—\$120,282

*Functions:* Provide modern library service.

*Projects:* Addition of branch libraries; new main library building in downtown area; development of book stock.

## CITY COMMISSION

*City Clerk*—F. L. Correll.

Budget—\$32,564

*Functions:* Legislative body of City, also acts as Board of Equalization for Tax Assessment roll. Through City clerk, custodian of records and laws of City, handles registration of voters and conducts City elections. Municipal Court tries all persons charged with violation of City ordinances.

## PUBLICITY

*Department head*—Robert R. Quinn.



Employees—25

Budget—\$299,700

*Functions:* Co-operates with local and national publications in preparation of promotional matters and news on City of Miami; provides photo service; co-operates in News Reel releases; Convention Bureau solicits, services meetings of organizations from all parts of country; prepares, provides, maintains facilities for events in City Auditorium.

## LAW DEPARTMENT

*City Attorney*—J. W. Watson, Jr.



Employees—12

Budget—\$62,216

*Functions:* Prosecution of cases in Municipal Court; handle damage claims against City; draw up City ordinances and resolutions; examine and approve abstracts on properties acquired by City; approve deeds, leases, mortgages, etc., to which City is party; prepare amendments and changes to City charter; close purchase and sale of real estate; examines bids on City contracts; investigation of applications for changes in zoning plan; collection of accounts owed City; hear complaints by residents and tourists; investigation of bills rendered City in connection with persons injured in line of City work; represents City before State RR Commission; prosecutes claims in County Probate Court; prosecutes bankruptcy suit claims; prepares briefs for cases in State Supreme Court.





PRESTON B. BIRD



CHARLES H. GRANDON  
*Chairman*



I. D. MACVICAR



VAL C. CLEARY

## DADE COUNTY

(Created Feb. 4, 1836)

Dade County stands astride the air and sea lanes to the Caribbean, Central and South America—truly the hyphen in Latin-America. How Dade County keeps abreast of the rapid development necessary for this important corner of the United States is best shown by a quick run-down of county expenditures appropriated for 1947-48.



HUGH PETERS

### General Appropriations 1947-48

General Fund . . . . .	\$1,154,020
General Fund—Special . . . . .	1,188,140
Fine and Forfeiture Fund . . . . .	506,400
Road and Bridge Fund . . . . .	511,500
Road Equipment . . . . .	160,000
Parks and Right-of-Way Fund . . . . .	625,900
Mosquito Control . . . . .	82,000
Agriculture . . . . .	99,750
Mothers' Pensions . . . . .	35,000
Publicity . . . . .	70,000
Public Health . . . . .	290,000
Excess Fees . . . . .	340,000
Water Conservation . . . . .	552,500
County Port Authority . . . . .	432,000
Interest and Sinking Fund . . . . .	523,807

GRAND TOTAL . . . . . \$6,571,497

### School Board Appropriation 1947-48

General Control . . . . .	\$ 141,000
Instruction . . . . .	6,592,073
Operation of Plant . . . . .	453,845
Maintenance . . . . .	690,896
Auxiliary Agencies . . . . .	229,309
Fixed Charges . . . . .	237,000
Summer Schools . . . . .	289,854
Capital Outlay . . . . .	4,939,557
Debt Service . . . . .	71,175
Reserves . . . . .	356,174

GRAND TOTAL . . . . . \$14,000,883

IMPROVEMENT PROGRAM—Expansion of International Airport to cost more than \$5,000,000 . . . \$2,000,000 five-year water control program . . . Public park and beach program \$10,000,000 . . . More than \$3,500,000 in state-county road and bridge projects . . . Improvement of more than four miles of public bathing beaches . . . Development of Pan American relations . . . \$10,000,000 five-year school building program.

County population (1947 estimate) 411,000 . . . County area 2,207 square miles.

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## GROWTH OF METROPOLITAN

Bank Debits to Individual Accounts (Miami).....	
Postal Receipts, Miami Area.....	
Postal Savings, Miami .....	
Warranty Deeds Recorded, Dade County.....	
Dade County Assessed Valuations .....	
Mortgages Filed, Dade County.....	
Construction Contracts Awarded, Metropolitan Area.....	
Building Permit Valuation, Miami.....	
Building Permit Valuation, Miami Beach.....	
Building Permit Valuation, Coral Gables.....	
Electricity Sales, Miami Area (KW Hours).....	
Telephones in Service, Metropolitan Miami Area.....	
Milk Production, Miami Milk Shed (gallons).....	
Milk Consumption, Dade County (gallons).....	
Water Consumption, Metropolitan Area (gallons).....	
Newspaper Circulation (Sunday) .....	
Gasoline Gallonage, Dade County.....	
Retail Sales, Dade County.....	
Air Travel Through Miami Gateway, Domestic and Foreign.....	
Foreign Air Express (pounds) .....	
Air Mail, Domestic and Foreign (pounds).....	
Miami Harbor Traffic: Freight (tons), Domestic and Foreign.....	
United States Customs Collections, Miami.....	
School Attendance, Dade County.....	
Resident Population (Metropolitan Miami).....	

\*Approximately 24,000 applications for telephones on file, Southern Bell Telephone Co., as of Sept. 23, 1947.

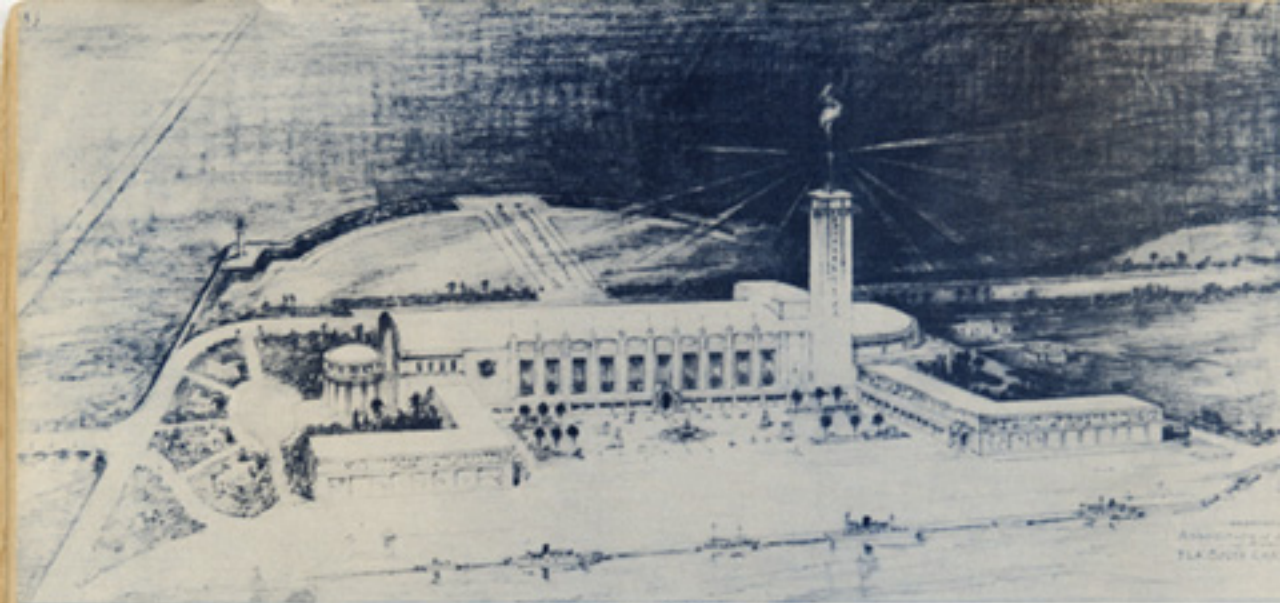
\*\*Estimate of summer *resident* population, Southern Bell Telephone Co.

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## MIAMI SETS NATIONAL PACE

1930	1940	1946
\$364,406,000	\$705,167,000	\$2,343,059,000
\$ 800,118	\$ 1,993,902	\$ 4,185,850
\$ 27,279,104	\$111,337,743	\$ 342,998,275
\$ 7,347,700 (YR. 1932)	\$ 50,479,070	\$ 257,709,552
\$275,615,264	\$432,000,000	\$ 795,230,000
n. a.	\$ 53,520,000	\$ 139,256,000
\$ 6,489,830	\$ 43,976,000	\$ 112,876,000
\$ 2,159,496	\$ 15,214,518	\$ 26,903,265
\$ 4,043,439	\$ 15,960,535	\$ 12,315,164
\$ 345,525	\$ 1,750,645	\$ 4,047,088
103,460,345	217,965,582	412,444,116
29,000	76,550	115,274*
3,313,968	7,912,959	12,476,234
2,687,421	5,003,802	12,750,058
3,423,000,000	7,949,000,000	13,222,345,000
n. a.	158,530	246,567
30,966,609	67,452,400	88,567,492
\$ 85,200,000 (YR. 1929)	\$151,386,000	\$ 334,177,000
8,378	133,987	1,030,948
3,785 (YR. 1931)	426,570	13,782,378
49,822	1,036,400	3,961,967
1,073,491	1,831,756	1,834,712
\$ 155,793 (YR. 1932)	\$ 922,033	\$ 2,458,750
30,142	47,808	52,640
132,189	250,517	367,513**



PROPOSED PAN AMERICAN BUILDING



SKETCH OF NEW UNIVERSITY OF MIAMI LIBRARY

DESIGN FOR NEW MERCY HOSPITAL



# Tomorrow's Miami



## REDEVELOPMENT PROGRAM

Like most large rapidly growing American cities, Miami lost stride during the war. Work, plans and whole improvement programs were suddenly dropped. At the end of the conflict the city was not only confronted with a war-swollen population, but with the influx of thousands of veterans who had decided to reside here . . . And the task of reviving several large prewar projects.

To meet these multiple problems taxed the facilities and ingenuity of the City Planning Board. It has met the challenge, however, and today Miami's master plan for redevelopment, including new streets, highways, slum clearance, and public building and utility construction is regarded as one of the most comprehensive and farsseeing in the country.

Included in the vast program are such civic projects as the relocation of the Florida East Coast Railroad terminal; redevelopment of the Central Negro District; three bascule bridges over Miami River; new Municipal Building; four new fire stations; expansion of Miami harbor, parks, playgrounds, Orange Bowl, outdoor stage in Bayfront Park, the establishment of the Dinner Key Marina at Coconut Grove and many other vitally needed improvements.



1



2



3



4



5

#### ON THE DRAWING BOARD

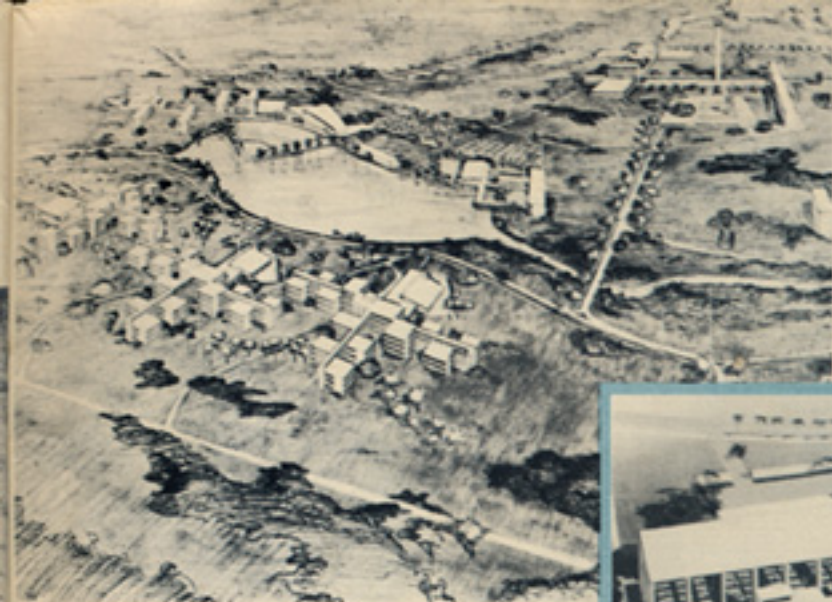
The three building designs at the top of the page were made by the architectural firm of Stewart & Skinner as ideas for the great duPont Plaza development which promises to change Miami's skyline and give the city one of the most magnificent and modern business centers in America. The designs are listed as:

1. Airline Terminal and Shopping Center
2. Ultra Modern Hotel and Garage
3. Professional Building

The two lower drawings are:

4. Municipal Auditorium Addition
5. Parking and Bathing Facilities of Crandon Park

Panoramic pattern of the multi-million-dollar development of the University of Miami, showing series of campuses encircling lake. Lower design is that of Science Center, embracing buildings for tropical research, biological museum, and oceanographic research. The sketches are by the architectural staffs of Robert Law Weed and Marion I. Manley Associates.



Community building, one of the striking campus units included in the \$5,000,000 building program now under way at the University of Miami. Robert Law Weed is the architect.



Plans for a new home for Miami's Tourists baseball team call for a modern plant with seats for 8,000 fans and ample provisions for auto parking, refreshment concessions and adaptations to other sports when the Florida International League is idle. The plans were drafted by Marr and Holman.



## In Tribute

to these men and women whose  
deeds shine most gloriously in  
the history of our City:

HENRY M. FLAGLER

MRS. JULIA D. TUTTLE

THE BRICKELL FAMILY

J. A. McDONALD

E. G. SEWELL

CARL G. FISHER

GEORGE E. MERRICK

## Acknowledgements

### Sources of Information

City of Miami Research Bureau  
Greater Miami Traffic Association  
City of Miami Port Department  
Miami Chamber of Commerce  
Dade County Port Authority  
Dade County Agricultural Agent  
Florida State Aviation Commission  
Miami Regional Office, U. S. Department of  
Commerce  
U. S. Bureau of Agricultural Economics  
U. S. Immigration and Naturalization  
Service  
Southern Bell Telephone & Telegraph  
Company  
Florida Power & Light Company  
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